

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CX NEW YORK, OCTOBER 30, 1926

No. 18



JOSEPH C. LINCOLN'S THE BIG MOGUL

is being hailed as the finest story he has ever written and its sale is striking out for the biggest there has ever been for a Lincoln book. The truth is that there is country-wide demand, East, West, North, South, for just the fiction Lincoln writes—novels that are American clear through and rich with humor and human nature. For cheerful, humorous and entertaining reading "The Big Mogul" is the Book of the Year. \$2.00

"Mr. Lincoln has never done better."—N. Y. Evening Post.

"One of the most interesting of his stories."—St. Louis Globe-Democrat.

"Racy of the soil in which its roots are planted."—Boston Transcript.

"A real and a very interesting creation."—N. Y. Times.

"Probably the best work he has yet produced."—Dallas Times Herald.

D. APPLETON AND COMPANY
35 West 32nd Street New York

We are subscribers to the promotion campaign of the National Association of Book Publishers and heartily recommend their promotion material as an aid to the bookseller in increasing his business.



¶ "Let us prepare a stately definition—'Jazz': (orig. Africa) *v.* to enliven; *pop.* to pep up; *adj.* jazzy, applied to manners, morals, and especially music; *n.* jazz, pepped-up music—or pepped-up most anything else. ¶ "What did these masters do to the tunes they borrowed? Jazzed them—nothing else;—especially Beethoven, who was in the habit of turning variations out in dozen lots."

JAZZ
Popularly
and
Musically
speaking

**"Those
Kittenish
Keys!"
and the
Jazz
Orchestra**

¶ "I must lay down the rule of musical appreciation. . . . Can you compare a mouse with an elephant? Obviously not! You can't compare Confrey with Beethoven. But the Beethoven symphonies are the acknowledged standard in *that* sort of music and 'Kitten on the Keys' is the best piece of piano jazz that has been written. ¶ "The saxophone is no youth. On the contrary, he is a lean and slippered pantaloon, only fourteen years short of a century old."

¶ "When some tall new structure takes its place, it is to be hoped that the New York Historical Society will erect a significant tablet—'Site of the PALAIS ROYAL where PAUL WHITEMAN First Conceived the Idea of Making An Honest Woman out of JAZZ'. ¶ "In other words, Ferdie Grofe is the father of modern jazz instrumentation. Furthermore, unlike some fathers, he has managed to remain at the head of the family ever since he founded it."

**Some
Figures in
Jazz
Orchestra-
tion**

¶ An effort to bring that wayward and strictly American child of the muses into the realm of musical history. H. L. Mencken writes to the author: "We need a book on jazz written along the lines of your articles in *The American Mercury*. Everything heretofore written on the subject has been superficial."

Some Notes from
SO THIS
IS JAZZ
By
Henry O. Osgood

¶ Anyone who likes, or is interested in, Jazz, will get a real "kick" out of this lively, authoritative, informative, and genuinely entertaining book.

¶ With eleven portrait illustrations and numerous analytical and enlightening musical notations. \$3.00

LITTLE, BROWN & CO.
Publishers **Boston**

**The
Contribu-
tions of
Gershwin
and Berlin**

¶ "The professional department of a popular publishing house is like an extra noisy hour at the psychopathic ward in Bellevue Hospital. ¶ "Gershwin, however—to get back to our muttons—is the only one who has found time and energy to keep up ambition while engaged in growing common or garden vegetables for the market. ¶ "If you're not convinced by all this that Berlin is a genius, just try to work the word 'telephone' smoothly into a lyric. He has—and that proves it."

¶ "Ted Lewis stood front center, in his hands and on his lips that instrument which, in the hands of an unscrupulous performer, is the most ruthless of all—a clarinet. . . . The remarks of the traditional pig under the gate are as the whispers of a soloist in the Celestial Choir compared to the anguished, agonizing sounds he forced from that tortured instrument. It is a wonder the S. P. C. A. never interfered."

Ted Lewis
the
Circleville
Poet

**Included
in a Brief
"Who's
Who"
of Jazz**

¶ "Bernie is included here for two reasons, first because having listened to a multitude of jazz orchestras on the radio, I have found none that approaches his effectiveness, when heard through that medium; . . . ¶ "Isham Jones (who ought to copy-right his name for a trade-mark) not only has a good band . . . but has also distinguished himself by writing four popular songs in as many years; this is three more than most composers write in a lifetime."

and now
said the noble ad
man
let me tell youse the
story of Hiawatta
and
how he ate opp all de
Hindian corn-mill
(Yi yi said they all)
NIZE BABY
he got a leedle
brodder named
HIAWATTA.

On de shurrs from Geetchy
Goony
Stoot a tipee wit a weegwom
Frontage feefty fitt it mashed
Hopen fireplace—izzy payments
For one family a weegwom
In de liss a cluzz "No Cheel-
dren,"
(Yi yi yi, is diss a system?)

HIAWATTA WITT NO ODDER POEMS

The newest laugh getter

by **Milt Gross**
author of **NIZE BABY**

One Dollar, Net



Yi yi yi is diss a system?



HIAWATTA WITT NO ODDER POEMS

By
**MILT
GROSS**



P. S.—Nize Baby is still
the big autumn
humorous leader

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Edited by

C. K. OGDEN

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BRENTANO'S BRENTANO'S BRENTANO'S BRENTANO'S

A TELEGRAM

from

Meredith
Nicholson

POSTAL TELEGRAPH - COMMERCIAL CABLES

TELEGRAM

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CABLEGRAMS TO ALL THE WORLD

Send the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

INDIANAPOLIS IND OCT 11 1926

BRENTANO'S PUBLISHERS
1 W 47 ST N Y C

I DON'T KNOW THE AUTHOR OF YOUR RECENT PUBLICATION THE GREAT AMERICAN ASS BUT I WISH YOU WOULD PASS ON TO HIM MY GRATITUDE FOR THE PLEASURE AND STIMULUS I HAVE DERIVED FROM THIS BOOK PERIOD IT IS A GREAT DOCUMENT COMMA THE MOST ENTERTAINING AS IT IS THE MOST IMPRESSIVE AND PROVOCATIVE OF ALL RECENT CONTRIBUTIONS TO THE LITERATURE OF ANALYSIS AND PROTEST PERIOD IF IT WERE A NOVEL IT WOULD DESERVE TO RANK AMONG AMERICA'S BEST ACHIEVEMENTS IN FICTION BUT AS A PENETRATING STUDY OF THE PURITAN SPIRIT BEARING EVERY EVIDENCE OF VERACITY I TAKE OFF MY HAT TO THE ANONYMOUS AUTHOR PERIOD I AM COMMENDING THIS EXTRAORDINARY BOOK TO ALL MY FRIENDS AND PUTTING IT IN MY LIBRARY CLOSE TO SAMUEL BUTLER'S QUOTE THE WAY OF ALL FLESH UNQUOTE

H. L. MENCKEN
RUPERT HUGHES
SAMUEL HOPKINS ADAMS

are some of the literary figures who have been accused of writing this biography.

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Author of

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CABLE ADDRESS FANFILMOffice of JESSE L. LASKY
VICE PRESIDENT

October 6, 1926

Mr. Alfred A. Knopf,
730 Fifth Avenue,
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Dear Mr. Knopf:

What a wonderful, inspiring story is
"Sorrell and Son."

I read it coming across the country
from Hollywood and as soon as I got off the
train I had our people buy it for a motion
picture. Herbert Brenon, who you know did
"Peter Pan" and "Beau Geste," will
direct it and we plan to make it one of the
big pictures of next season.

I have not read anything in years
that moved me so much as Deeping's story of
this wonderful father and his son; and in
translating this story to the screen you
may rest assured we shall discharge to the
full our obligation to those who have read
this book and who prize its tenderness,
its humanity and its inspiration.

Sincerely yours,

Steadily, inevitably, this book has gone on selling. Recognition
after recognition has come, and now this tribute from

Mr. Lasky. There is no doubt about it,

Sorrell and Son will be a big

Christmas item. Have

you ample stock?

\$2.50

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In Canada from the Macmillan Company of Canada, Ltd., St. Martin's House, Toronto



WHAT DO GIRLS READ?

Good books
for Girls
of
every age



Romance
Adventure
and
History

Some people say there are no girls' books; that girls have to read boys' books after they outgrow "Mother Goose." Of course they read the so-called boys' books, and enjoy them, but here are some books written especially for girls themselves.

BRENDA STAYS AT HOME. By Margaret Ashmun. Frontispiece by Rhoda Chase. (12-15) \$1.75.

What happened when the other girls left for college and Brenda stayed at home with her family in Riversley.

BECKY LANDERS: FRONTIER WARRIOR. By Constance Lindsay Skinner. Jacket and frontispiece in color. (12-15) \$2.00.

Frontier life in Kentucky during the Revolution. Becky became the man of the family when Indians killed her father and captured her elder brother.

MARY AND MARCIA, PARTNERS. By Helen Cady Forber. Ill. by Harrie Wood. (10-14) \$2.00.

An unusual vacation story. A summer's occupation turned out to be both exciting and profitable.

TOTO AND THE GIFT. By Katharine Adams. Ill. by Eric Pape. (12-15) \$1.75

From the cathedral at Rheims, Toto came to New York. How her character grew as she saw her "gift" in its relation to her life in the new world.

THE DOVE IN THE EAGLE'S NEST. By Charlotte Yonge. Ill. by M. de Angeli. The Children's Classics. (12-15) \$1.75.

Through strange events a little burgher maid became mistress of a castle of robber barons. A stirring tale of the middle ages in Germany.

DON'T FORGET
the standard girls' books
by Margaret Ashmun and
Katharine Adams



DON'T FORGET
the standard girls' books
by Cornelia Meigs and
Beulah Marie Dix

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THE TIME OF MAN

has just been chosen as

The Outstanding Current Novel

by the Selecting Committee of the Book-
of-the-Month Club in its October choice

THE TIME OF MAN

by Elizabeth Madox Roberts

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"In Miss Roberts you have a real find."

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*Liveright Bookshop
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"I, too, am on my knees! *The Time of Man* has broken my heart—it's beautiful, dripping poetry."

Mr. William Flynn

*Walden Bookshop
Chicago*

"We all think it is a very fine piece of writing."

Miss Emily Hoopes

*Locust Street Bookshop
Philadelphia*

"A book close to the heart of life."

Mr. Jack Stephens

*Beach's Bookshop
Indianapolis*

"I should like to see *The Time of Man* get to be a best seller."

Watch for big
sales. We are start-
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ing campaign be-
ginning next week.
Wire your orders on
a book you can rec-
ommend to every-
one. **\$2.50**

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Sherwood Anderson

"A wonderful performance, very clear, fine and altogether charming. I am humble before it."

Carl Van Doren

"A beautiful work of art."

May Lamberton Becker

"One of the noblest novels of the year."

Edward Garnett

"A work of genius, beautifully written and full of light. The charm of the story is only equalled by its strength."

Fanny Butcher

"As real as life. . . . a first book to be proud of."

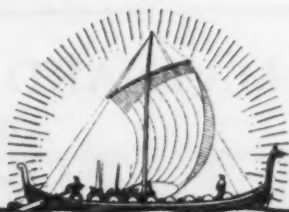
Keith Preston

"Brim full of beauty."

Harry Hansen

"Here is an important novelist, one that deserves to be watched, that surely will be remembered."

THE VIKING PRESS
PUBLISHERS



30 IRVING PLACE
NEW YORK

Does Modern Youth Have High Ideals ?

STRAIGHT SAPLING

BY

RACHEL SWETE MACNAMARA

Author of

MARSH LIGHTS, GOLDEN DISHES, *etc.*, *etc.*

Q *We might say* that this clean story of modern youth is a happy fulfillment of the promise shown by this capable author in her previous books, but that sounds trite.

Q *We do say* that we sincerely believe in this book and ask you to read it yourself. You'll enjoy it and recommend it to your customers!

\$2.00 Net



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Publishers • BOSTON



SIGNIFICANT!

PETER WHIFFLE

published in April, 1922, has sold to date

14,277 copies

THE BLIND BOW BOY

published in August, 1923, sold the first two months 10,846 copies, and to date

16,660 copies

THE TATTOOED COUNTESS

published in August, 1924 sold the first two months 16,904 copies, and to date

19,956 copies

FIRECRACKERS

published in August, 1925, sold the first two months 15,276 copies, and to date

17,651 copies

But

NIGGER HEAVEN

published August 20th, sold the first two months

25,711 copies

of which 2,250 were ordered during the past five days.

Van Vechten's novels have always, as you see, sold well, but their great sale has been concentrated in the first month to six weeks.

The performance of NIGGER HEAVEN convinces me that this novel, recognized almost everywhere as Van Vechten's best, is going to go on selling right through the Fall.

We are printing well in advance of what looks like the demand and have made a new and very substantial advertising appropriation.

I confidently recommend you to stock up on NIGGER HEAVEN reasonably heavily: the bottom isn't going to fall out of its sale too soon, I feel certain.

21 October, 1926

Alfred A. Knopf



Hundreds voiced the same praise in substance but the judges agreed that Ward Macauley said it best in the

Hearts of Hickory

PRIZE REVIEW CONTEST

The final prize awards by
The Publishers are here announced.

- 1st Prize \$50**—WARD MACAULEY, Pres.
Macauley's Bookstore,
Detroit, Mich.
- 2nd Prize \$25**—GUSTAV A. KLEINSCHMIDT, Asst. Mgr., Book Dept.
The Boston Store,
663 Fourteenth St.,
Milwaukee, Wisc.
- 3rd Prize \$15**—GERTRUDE WHIPPLE CALDWELL, Proprietor
The Green Leaf Book Shop,
Trenton, Tennessee
- 4th Prize \$7**—MISS PAULINE BENNETT,
Latern Book Shop
Saranac Lake, N. Y.
- 5th Prize \$5**—MISS HELEN A. THOMPSON,
The Mail Order Book Shop,
914 Susquehanna Ave.,
West Pittston, Pa.

Sixth, Seventh, Eighth, Ninth and Tenth Prizes of \$2 or an autographed copy of John Trotwood Moore's "Hearts of Hickory" were awarded in this order.

EVANGEL TYNES, Assistant Librarian,
Harris County Public Library, Fifth Floor,
Courthouse, Houston, Texas.

E. S. JOHNSON, Manager, The Baptist
Book Store, 1019 Main Street, Dallas, Texas.
PATRICIA D. HUNT, Assistant Manager,

Hollywood Book Store, 6812 Hollywood
Blvd., Hollywood, Calif.

WILLIAM GUY ERNE, Hollywood Book
Store, Inc., Hollywood, Calif.

E. HIGGINS, Buyer, Boston Store Book
Dept., Milwaukee, Wisc.

"A novel that is not only of absorbing interest—but truthfully portrays the life and conditions of the time with which it deals. Mr. Moore has steeped himself in the very spirit of that early day and the note sounded is genuine throughout."

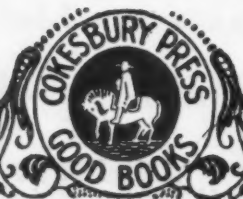
WARD MACAULEY.

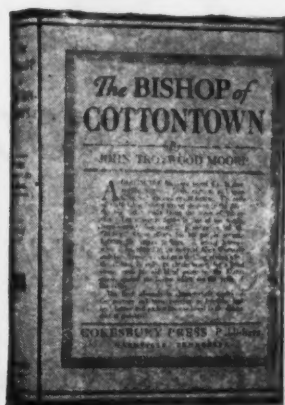
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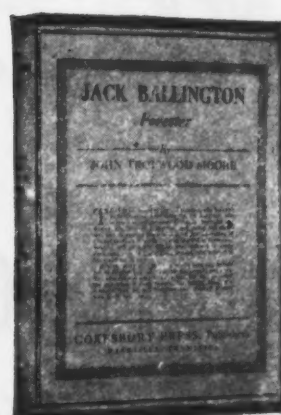
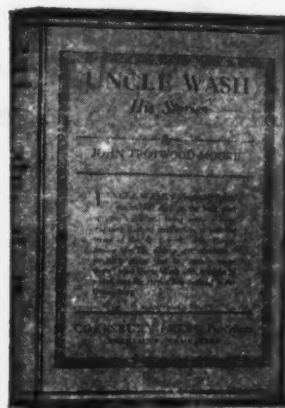
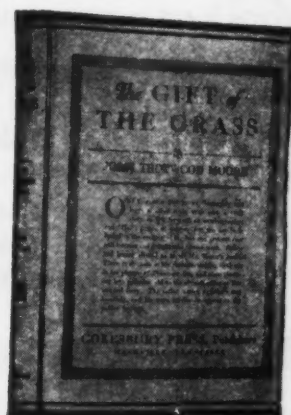
Stock
and sell
the
Six

John
Trotwood
Moore
Reprints

NTENSIVE HEARTS
OF HICKORY adver-
tising and general "re-
print" advertising has sold
thousands of each of these

JOHN TROTWOOD
MOORE
AUTHOR "HEARTS OF
HICKORY"

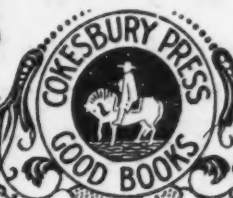
six titles. The Fall ap-
propriation calls for a
new campaign. If you
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Children's books all the year round

In "Books"—The New York Herald Tribune weekly review of literature, children's books are given *constant* attention. "Books" is the only review in the country which reviews children's books every week.

On The Three Owls page, Anne Carroll Moore, who is supervisor of work for children at the New York Public Library, gives adequate news and information about books for children—new books, old favorites, books for seasons of the year, books for children of all ages.

In recognition of Children's Book Week, there will be a special article on The Three Owls page Sunday, November 7, but for excellent, useful reviews of children's books throughout the year, read

"THE THREE OWLS"

in

B O O K S

NEW YORK
Herald Tribune
EVERY WEEK

Published as a part of the Sunday New York Herald Tribune. . . "BOOKS" alone by mail, \$2.00 a year.

EDITED BY IRITA VAN DOREN



THE DARK HORSE IS

Mr. Godwin Birtwhistle,

wealthy, aging, respectable and sedate north of England manufacturer, well settled, comfortably married, his children grown, his business booming,

went down to London

on a business trip—purely for business, remember—but there he drank some brandies, and stepped out with the boys to some undress reviews, and began to feel chipper as a colt,

and met a most alluring red-lipped lady,

Leeta, a parson's daughter, a young war widow of expensive tastes, who was rather hard up against it, you know—a nice girl, but one such as do live in great cities—

so spring came to Godwin Birtwhistle, and

he soon began a regular weekly commuting between North England and London, between his good, beloved, happy family in the north and a certain Mayfair flat where

he kept Leeta as his little friend.

Heigho! A much enacted drama, this eternal youth-hunger of the aging heart. And John Hargrave sets it down with sparkling humor, with vast understanding and compassion for both Godwin and Leeta, with a profound sense of the values of human life.

AND THEN CAME SPRING

By

JOHN HARGRAVE

\$2.00

THE CENTURY COMPANY

Publisher of Enduring Books

By BEN HECHT

BROKEN NECKS

[Containing more "1001 Afternoons"]

Price, \$2.50

Ready
October 27

The brutal throb, the crude, poetical lusts of the American city fill these ironic stories written by the author of "Eric Dorn" and "Humpty Dumpty." These are grim, sardonic stories and stories of human joys and tears and laughter; intense studies of the frailty, strength and futility of man—macabre images and fantastic dreams. There is vigor, daring and speed in these masterly tales of a throbbing metropolis.

PASCAL COVICI, Publisher
CHICAGO

Be sure you have ordered enough of the first edition



Ernest Hemingway

has just presented his first novel

The Sun Also Rises

And with this book Mr. Hemingway's sun also will rise, for this is a novel able to command the sharpest attention even in a season so crowded with good fiction. We advise you to be very much aware of this book from the start. \$2.00

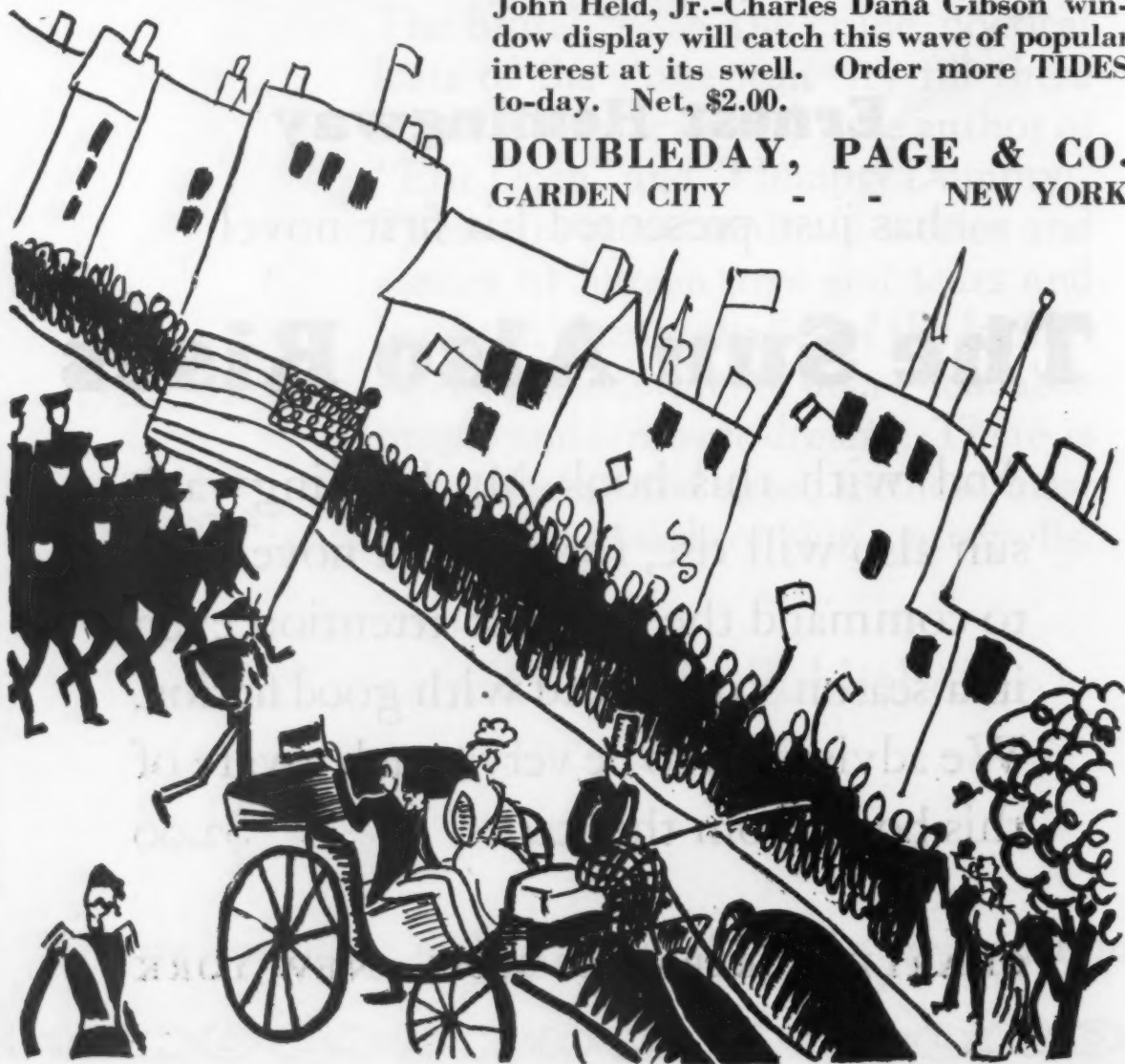
CHARLES SCRIBNER'S SONS / NEW YORK

On that day the U. S. came of age . . .

At nine o'clock on the rainy morning of May 1st, 1893, a brass band broke into sound and action and stepped briskly up Michigan Avenue, Chicago, to the tune of Sousa's "Washington Post March." At the head of the procession rode General Nelson A. Miles, wearing a yellow sash, gold epaulettes, and a magnificent cocked hat. Then came regulars, artillery, and cavalry escorting President Cleveland and the Duke of Veragua, grandee of Spain and descendant of one Cristoforo Colombo. Then more silk hats, brass bands, and carriages.

A small boy stood watching this parade. In the three decades since he has watched the whole mighty, magnificent procession of America coming of age. Much of it, we now know, dates back to the day when the great World's Fair opened. The story of that boy, and how he grew to manhood with the nation, is told in *TIDES: A Novel of Our Times*, by Ada and Julian Street, another Doubleday, Page & Co. "best-seller," coming on Oct. 30th. *TIDES* comes at the crest of the wave started by "Our Times" and "The Mauve Decade." *TIDES*, designed by Sally Tannahill, author of "P's and Q's," is made for display. A window full of *TIDES*, with our John Held, Jr.-Charles Dana Gibson window display will catch this wave of popular interest at its swell. Order more *TIDES* to-day. Net, \$2.00.

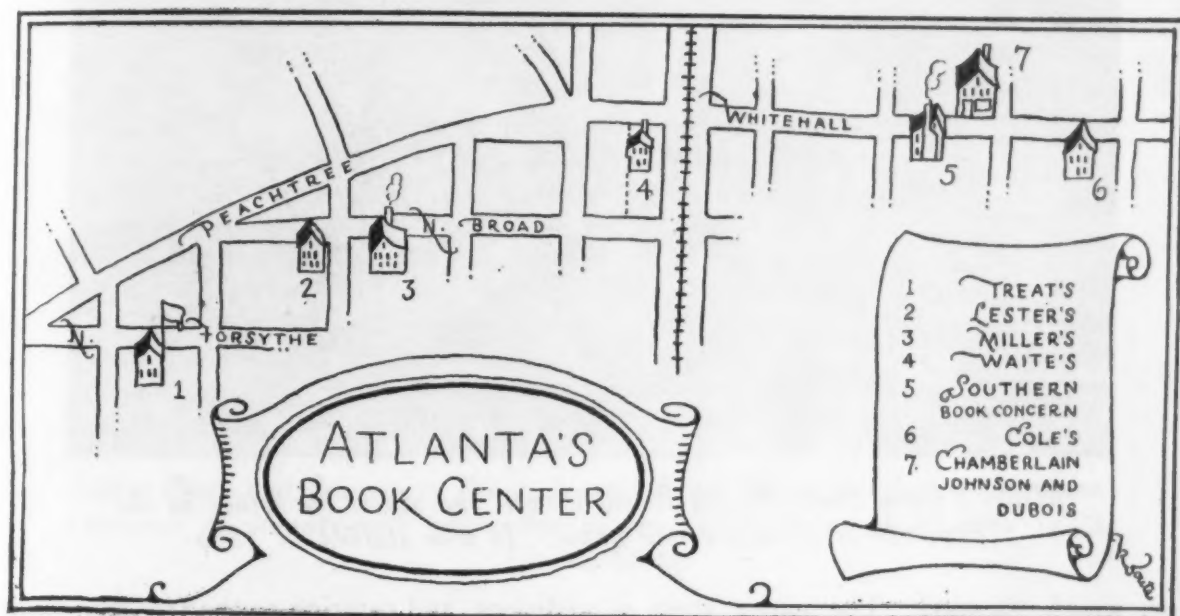
DOUBLEDAY, PAGE & CO.
GARDEN CITY - - NEW YORK



The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 30, 1926



Atlanta, Cross-Roads of the South

J. H. Reed

SINCE the early sixties, when a few adventurous business men were at work building the city from the ashes left by Sherman's army and developing that famous esprit de corps to be known as "The Atlanta Spirit," Atlanta has been a center of the bookselling industry in the Southeast. The absence of an uneducated foreign element; the location of the city as a commercial cross-roads; the development of business along commercial and distributive rather than purely industrial lines all tended to produce a city of book lovers and of booksellers. So that today Atlanta has more and better bookstores than would be expected in a city of its size. Indeed, this city of 250,000 population supports six large bookstores, and it is estimated that these represent a capital investment of

\$40,000 and an annual business of \$100,000 a year, this, exclusive of the school-book business.

Within one block of the all-important channels of trade, Peachtree and Whitehall Streets, which are to Atlanta what Fifth Avenue is to New York or Euclid Avenue to Cleveland, are all the important shops.

First in order is Treat's Book Shop, at 92 North Forsyth—less than one block from Peachtree, a store designed to please the lover of old and rare volumes, and arranged so that the customer can browse to his heart's content and make his own selections at leisure. One would hardly expect that a city the size of Atlanta could support this sort of a store. Here one can find anything, from a twenty-five cent popular novel to an old edition of Audu-



Miller's Book Store, North Broad Street, the oldest bookstore in the city, operating under one name. It was started in 1882

bon worth \$3,500! The entire store is divided into alcoves, and the books on each shelf are labelled with little hanging signs—"Poetry," "Fiction," "Technical," and so on—to guide the book-worm on his way.

Down Peachtree Street another block, then off a block, is the big store of the Lester Book and Stationery store, at 70 North Broad, the lineal descendant of the first stationery store in Atlanta—"Kay's"—which was established in Atlanta when the city was known as Marthasville. William Kay sold the store to Cal Duncan, who operated it just before and after the War Between the States; Duncan sold it to "Mike" Lynch; Lynch disposed of it to J. Frank Lester in 1888, and the present owners—John M. Aldredge and O. L. Jernigan—bought it in 1902, retaining the old name of the Lester Book and Stationery store. Thus it has a continuous existence of seventy-nine years, and is the oldest store of its kind in Atlanta and one of the oldest in the United States. Lester's is a different type of store from Treat's, specializing largely in standard works and

editions, and catering to the transient trade.

Half a block further down Broad—but still only one block from the Peachtree thorofare is Miller's Book Store. Here is history of another sort—the sort Horatio Alger would have utilized to good advantage. Shortly after the War between the States John M. Miller came to Atlanta as a barefooted country boy. His father had been killed in the war. He had a widowed mother to support. The only thing he could find to do was selling papers. From such a start, he has built up one of the largest bookstores in the Southeast. For as time went on, he secured a news-stand; then a store at the corner of Marietta and Broad, near the old Bijou Theatre, and finally the present big store at 64 North Broad.

Started in 1882, Miller's Book Store is the oldest bookstore in the city operating under one name. Miller's is devoted largely to the sale of popular novels, and has built up a splendid local trade along this line. Recently the store began specializing in books for the library of the book lover. Miller's has installed the first ex-



Lester Book and Stationery Store, North Broad Street, has had a continuous existence of seventy-nine years, one of the oldest stores of its kind in the United States

clusive children's book department in Atlanta, and one of the few departments of its kind in the South, and it will be opened during "Children's Book Week," in charge of Mrs. M. M. Hamilton and Mrs. Roy Austin.

Going down Broad Street, a block and a half and into the Arcade Building,—a little less than half a block from Peachtree Street—one finds a unique bookstore occupying the halfway point, not only between Broad and Peachtree Streets, but between the north side bookstores and the south side family of bookstores. This is the little shop of Margaret Waite, at 115 Peachtree Arcade building. Here, in a single small shop, is a very complete bookstore and a circulating library of 800 novels—the bookshop specializing in modern literature, poetry, and children's books. This shop—which is one of the smallest in the city yet one that does a remarkably large volume of business—was started as "The Little Book Shoppe" in 1922. In 1924 it was taken over by Miss Waite, who had worked for nine years in the Lester Book and Stationery store and in

1926 Miss Waite put her own name on the window. Miss Waite attributes the success of her shop to the fact that it is centrally located, not near any other shop.

Crossing the viaduct to Whitehall—which is an extension of Peachtree Street—one comes to the southern Book Concern at 71 Whitehall Street, established in Atlanta, by the father of the present owner, Charles Gavan, in the late eighties. For many years it was known as "Gavan's" and stood where the big building of the Atlanta and Lowry National Bank now stands on Whitehall Street. Its business is largely developed around a novelty trade.

The last store in the list—altho by no means the least—is Cole' Book Store, at 123 Whitehall. This store grew out of the small shop of the American Baptist Publication Society on the second floor of the Chamberlain department store—then located where the J. M. High store now stands. Frederick Paxon managed the shop, and S. M. Cole was chief accountant. When the society abandoned its Atlanta location, Cole soon acquired control of the book business and in a short while developed a large



A Corner in Treat's Book Store, designed to please the lover of old and rare volumes

store. At one time he had branch bookstores in the Ponce de Leon apartments, the Piedmont Hotel and Rich's department store, and his employees went to all parts of the state selling books and pictures for Southern homes. When America entered the World War, however, Cole disposed of his controlling interest in the business to Aldredge and Jernigan, owners of Lester's and enlisted in the army. He is now in business in Texas, where he has wide interests in oil fields and other industries, but the Cole Book Store still holds its own.

Such, in brief, are the leading bookstores of Atlanta—stores which are known throughout the entire South. There are, of course, several book departments at the leading department stores. There is a book department at the Chamberlain-Johnson-DuBose store, for example. And there will be a book department at the new Macy-Davison-Paxon-Stokes store now under construction on Peachtree street. Owing to the Macy custom of selling books under the list price in order to make them serve as a drawing card, the opening of this store is a matter of concern to booksellers in Atlanta. But, as summarized by one veteran bookstore man, aside from this old style practice, the opening of this depart-

ment may not be a bad thing for the industry as a whole.

In the past quarter-century the business of the bookstores in Atlanta has tripled, according to the estimate of a leading bookstore manager. Much of this has been due, of course, to the rapid development of the city and of the entire section, but a great deal of it has been due to the aggressive business methods of the booksellers themselves. Bookstores are following more progressive methods to secure trade than ever before. Not revolutionary methods, yet methods which, if consistently followed, are sure to build trade. More window display space is being used and more attention given to displays. In all of the stores the display is changed each week and in some more often. All of the stores keep their own mailing lists, adding names to them from time to time; stuffers and booklets are consistently sent to these lists. Placards, where timely and attractive, are widely used, and there is a growing tendency to tie up window displays with motion pictures showing in the city. Scarcely a week passes that some bookstore does not have a display tying up with some popular motion picture. Something of the future for bookstores in Atlanta can be seen in

the following statement by Mr. Treat—a veteran of the trade.

"The South," he says, "offers one of the best of opportunities for the sale of really good books. In the first place, its people are native-born Americans, many of them possessing a culture not to be found in other sections. In the second place, it is a land with few home libraries. Most of the libraries established in the early days were destroyed during the War Between the States and have never been replaced. Since that time, the section has been too impoverished to spend much in the accumulation of books. But now that time is past. Agriculturally and industrially the South is on the up-grade. We have a cultured people with money to spend and that means a latent demand for good books. Here is a people which wants libraries, tho many of them do not know that is what they want.

"A library in every cultured Southern home, that ought to be the vision of the future that the bookstore man in Atlanta has ever before him. The latent demand is there. It is showing itself more and more. We have only to develop it—and unlimited opportunity is ours."

That sums up the present situation and the future possibilities of the bookstore in Atlanta. The business has grown tremendously in the past decade. It is growing rapidly today. But it's greatest possibilities are still before it. It is a business which consists of more than merely selling books to the public. It is a business of building the public taste and individual desire for books until that ultimate goal is reached—a library in every Southern home. And when that goal is reached, still wider fields lie before—as well as endless opportunities.

The New Invasion

"An Open Letter to Southern Booksellers"

Philip Lightfoot Scruggs

Mgr. The New Dominion Bookshop, Charlottesville, Virginia

SIXTY-FIVE years ago armies crossed the Potomac, and devastation followed. Upon their withdrawal, they left behind a cultural as well as a material desert. The years have been slow in bringing relief to the desert that so nearly lost its wells of intellectual and material prosperity.

But a new army is crossing the Potomac. The new army is uniformed as no army under the sun has ever been uniformed before. Crimson and gold, black, purple, and green, pastels and gorgeous batiks, are marching side by side. Booksellers' windows are gay with them; library shelves glow with their rich colors; they make brilliant flower-spots against the multi-colored costumes on city streets. Books, are conquering the South!

Everywhere, people are buying, are reading books. Everywhere, libraries are springing up to house books,—librarians are being trained to handle books. And the army has only begun its conquest. Its outposts, the booksellers, have been asleep at

their posts, and are only beginning to awaken to the possibilities of the army that awaits their direction. It is a disastrous thing to be asleep on duty when an army depends upon your watchfulness. The army is destined to be a conquering one—its leaders will reap the profits of conquest, the sluggards will fall by the wayside.

The South is developing an enormous intellectual appetite, and only books, intelligently administered, will appease it. Here and there, scattered at strategic points, a few bookshops are feeding the hungry, and whetting the appetite to a larger demand. The cry of "good books!" is a slogan that is being picked up on every side,—it is a slogan with a "catchy" air to it, and spreads surely and irresistibly. When the cry goes out there should be a bookseller "standing by" to heed it and have his ammunition ready. It is his fault if his supplies are thin or inferior—the manufacturers' supply trains are waiting with full regiments to fill in the gaps.



Beautiful new building of Georgia marble which will be opened in the Spring

Macmillan Erects Building in Atlanta

IN the further development of its program for establishing a countrywide distribution for its publications both for school and trade purposes, the Macmillan Company has just signed contracts for a handsome new building in Atlanta. It is to be two stories, but with steel strength to provide for two more later as desired. The Macmillan Company will at present occupy the first floor and basement, the latter having been carefully ventilated and lighted for storage purposes. The second floor will be rented. The new address will be Spring Street corner of Baltimore Place, the architect is R. Kennon Perry, and the material Georgia marble.

The location is convenient, and a rapid growth of business at the Atlanta headquarters has made this step seem advisable. It has been especially important to get good storage room and shipping space, as the Macmillan program contemplates steadily increasing facilities for the prompt flow of

books from the original point of production to the place of use.

The other branches of the company are in Chicago, where the firm owns its own building, in San Francisco, where it uses a large floor in a modern loft building, in Dallas and in Boston. In each place the delivery to bookstores is from the local supply and the billing from that point. In case the bookseller orders from headquarters, the book is delivered from there, but the bill is from the local branch, so as to avoid confusion in bookkeeping.

In planning the stock for schoolbooks, the company, of course, has the advantage of full knowledge of school adoptions and can forecast accurately the probable consumption. In the field of trade books, where the problem is more difficult, the firm reports that it has had splendid co-operation from the booksellers in the order system and in giving the company prompt advice as to present and future needs.

Making Books for Children

Robert O. Ballou

University of Chicago Press

PART III



ONLY craft manuals, like his printer's type specimen book, his books of paper and cloth samples, his manual of style, and his specimens of artists' work, would not satisfy the person who designs books. He wants a working library, but he must have also the best examples he can collect of his own books and the books of other designers. Bookmaking has reached a point at which it is possible to offer little that is actually new and untried, and the process of surrounding himself with the best work of others need not stimulate the designer to a slavish imitation but rather to re-adaptations of already used ideas. And so this short discussion of making children's books would seem incomplete without mention of some recent well-made books for children and recommendation of them for the library of the designer of juveniles.

A book which is not new this year but which stands out head and shoulders above the ordinary run of juveniles is C. B. Falls' "A B C Book" (*Doubleday*, 1925.) You are probably familiar with its bright orange jacket and cover and its brilliant colored pages. Here is the woodcut at its fine best. The book is constant proof that no better medium for illustrating children's books exists. It also furnishes an example of the proper way to bind books of one signature whether for children or adults. It is Singer sewed down the fold, which makes the book actually more substantial than a book of several signatures sewed in the usual way. From an entirely practical point of view it would be a better book if it were bound in cloth, as its companion volume, "Mother Goose" (*Doubleday*, 1924) was bound, but this practical lack

is a relative matter and not at all enough to rule it out of the classic class. Both of these books have the virtue of large size. Both should have a prominent place in the designer's library.

One of this season's alphabet books which deserves attention is "Tony Sarg's Alphabet" (*Greenberg*, 1926). It is one of the few examples of good books which have been bound by the comparatively new method of "text-book" sewing, in which all of the pages are sewed together by a stitch which goes back and forth thru the entire book. I do not think that it, or any method of binding which makes it impossible for a book to lie flat while open, is successful, but it has the advantage of durability, so greatly to be desired in a child's book, and at least one example of a book bound in this way ought to be available to the designer so that he may decide the question for himself. The book is covered with printed paper, decorated gorgeously with a Sarg drawing. In making "Number Four Joy Street," Appletons have shown us delightfully what can be done with printed cloth. The Sarg book would be a much better book for children if it had been covered with white cloth on which the decoration had been printed. But this sounds churlish when one's chief desire is to praise Greenberg for having produced so fine a book for children to sell at a dollar.

Technically the most interesting thing about "Number Four Joy Street" (*Appleton*, 1926) is that the cloth-covered boards were printed *after* the case was made. An all-over pattern in which a gadget bird or a dodo or some like fowl forms the principal motif is printed in green on an unfinished white cloth. The same pattern is printed on an exceedingly strong white paper to form the end sheets. The publishers do not hesitate to tell the world in

The initial letter used on this page was drawn by Boris Artzybasheff for "Little Brother Francis of Assissi."



Drawing by Arthur Rackham for "The Romance of King Arthur," abridged by Alfred W. Pollard (Macmillan)

a note that the design was taken from a classic of fifteenth century Italian ornament now in the National Gallery. One of the most delightful wrappers I have ever seen was designed for the book by Alec Buckels. A dozen or more of the world's best children's artists have illustrated it in black and white and color. The type is big and bold and black; the margins are generous. If only it were printed on something beside bulking paper it would seem to me to be everything that a children's book ought to be. And it sells for \$2.50!

Some time I want to write about books with gorgeous jackets covering dull covers. "Number Four Joy Street" is a lovely example of a jacket, a cover, and a book which follow one another in harmonious gayety.

"Meddlesome Matty" (Viking, 1926) is not really a juvenile at all. It was a child's book early in the nineteenth century when it was first published. Today it is a charming book for adult minds. But physically it is a masterpiece of children's bookmaking. The cover and pages, gaily decorated by Wyndham Payne, the delightful titlepage, and the fine, open text pages, make it a thing to delight the eyes of a child.

"Gawpy" (Hestwood Studies, 1926) I have mentioned earlier in these articles. It is an excellent example of fine design and bad technical execution. But it deserves a place in the designer's library as an ex-



Illustration by Tinker Taylor for "Round-about Rhymes for Children" (Appleton)

ample of what may be done with woodcuts for both illustration and text, when the text is simple enough.

"John Martin's Big Book Number 10" (Dodd, Mead, 1926) could hardly be called a beautiful book from an adult standpoint, but I'll wager that any kid would literally love it to death. Practically every page has at least one picture on it. There are simple decorations, alphabet pictures, illustrations of stories, pictures that you can do things with, pictures to guess about, and

just pictures. John Martin knows what children like, and his big books will bear close watching by others who want to know.

If you want to see the difference between an excellently done job and a masterpiece, place "The Treasure Ship" (Scribner's, 1926) beside "Number Four Joy Street." The two books are based upon the same plan editorially. Some of the same authors contribute to both. Seen alone, "The Treasure Ship" seems fine. As it stands beside the other book it whispers at you, while "Number Four Joy Street" shouts and chatters and sings and absolutely forces itself upon your attention.

Elizabeth MacKinstry (with whom I unwittingly engaged in a pleasant contro-



Illustration by James Daugherty for
"The Adventures of Johnny T. Bear"
by Margaret J. McElroy (Dutton)



Illustration by Hugh Chesterman for
"Proud Sir Pim," by the Artist
(Appleton)

versy over the value of Arthur Rackham illustrations in *Publishers' Weekly* for October 16) has done a fine thing with "Tales of Laughter" (Doubleday, 1926). A delightful colored jacket covers a black cloth cover on which decoration has been printed in yellow. The type pages are excellent.

In making "Chimney Corner Fairy Tales," Minton Balch and Company have sacrificed the beauty of brightly colored cover paper for the durability of as-brightly-colored-as-available cover cloth. The cover is dull, of course, because American book cloths are, without any exception that I know of, dull. But if the same cloth had been used in a plain texture instead of in a pattern, and the case shel-lacked, I think it might have been beautiful. The book as a whole is notable for its fine jacket, end papers, and type pages, at the top of each of which is a lovely headband, varied thruout the book. The pages have one fault which ought to be avoided. In an attempt to be different the designer placed the folios at the inner top corners instead of the outer. Folios are finding devices. Making them hide away coyly in the bend of the pages, serves no good purpose.

One of the best-looking books on Houghton Mifflin's fall list of children's books is "Jason and the Princess." But it is one of those books the cover of which belies the lovely jacket. The cover is



Decoration by Albert Rutherford for "Jason and the Princess," by Kathleen Colville (Houghton Mifflin)

of blue cloth printed in red—the two favorite colors of children. But what a blue the blue is! It is pale and dull, a perfect monument to the dullness of American book cloths. Inside the book is excellent.

One of the most interesting additions to Macmillan's "Little Library" is "The Light Princess" with Dorothy Lathrop's illustrations. It, too, follows the dictum that children prefer blues and is bound in blue cloth.

There is a departure from the usual tall shape to long shape in "The Tale of Mr. Tootleoo," (Harper, 1926). I do not know whether children will like it better or not so well or be indifferent to it, but it is an interesting attempt to introduce variety into the child's library. The cover is of paper over boards, pasted down on the inside only so that the sides are loose

and a little wrinkly. The effect is rather pleasantly informal, tho the plan does not seem to me to make for durability.

Stokes have tried to brighten the dull blue cloth of "Doctor Doolittle's Cara-

van" by pasting an insert of paper printed in colors into a hot-stamped panel in the center. It is only partially successful, for the black printing around it seems to dull the blue even more, but the plan itself can be made to produce greater gayety than it has here. The end papers, in black, green, yellow, and red, are a delight.

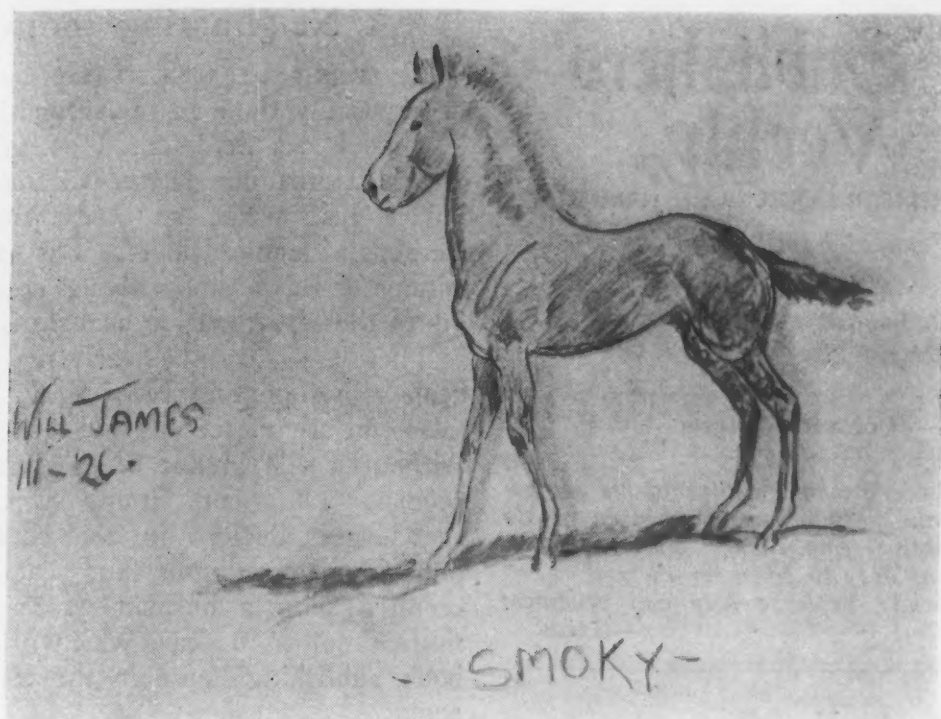
Frank-Maurice, Inc. have put a dignified and well-arranged *adult* cover on "The Magic Flight." It is a good example of what to do for adults and what not to do for children in binding. Inside the book is a fine thing.

These are a few of the volumes which ought to be in the libraries of designers of children's books. When half of each season's crop of juveniles is as good as the best of these, parents may look with envy upon their children on Christmas morning.



THE END

Tailpiece by Boris Artzybasheff for "Feats on the Fiord," by Harriet Martineau (Macmillan)



Pencil sketch of Smoky which Will James made at the Booksellers' League Meeting

Booksellers Greet Two Artists

THE first dinner of the season for the Booksellers' League was given at the Hotel Brevoort in Greenwich Village on October 20th. It was an "Illustrators' Night" inasmuch as both guests are artists of commanding merit. Will James, author and illustrator of "Smoky," the most recent of his three cowboy books, talked informally in a witty vein while he drew three different sketches of his pet horse. These sketches were so good that a suggestion was made to sell them then and there to the highest bidder. He would not agree to this, but promised to have them framed for exhibition purposes in several of the bookshops in town.

He was followed by C. Le Roy Balridge, the famous artist of the A. E. F., whose work is a striking feature in "Turn to the East," a beautiful example of book-making, the text of which is by his wife Caroline Singer. His talk was an interesting revelation of Chinese life and character, the features of which the two were able to study and analyze thru a long sojourn in the Orient. He spoke of the difficulty of the Occidental mind to interpret the Oriental and dwelt on the need of a closer study and an intimate association

with the Celestials in order to do them justice and understand their psychology.

Arthur Brentano, the League's president this year, presided.

Bob Sherwood Entertains

BOB SHERWOOD, the bookseller of Beekman Street, was the chief speaker at the regular meeting of the Women's National Book Association at the National Arts Club, Tuesday evening, October 19. Mr. Sherwood told of his life as a clown from the day when he ran away to join the circus, like a story book hero to the days when he was famous and shook hands with Queen Victoria. He showed slides of famous clowns, circus riders and acrobats, friends of his circus days. Thru the kindness of Bobbs-Merrill, Mr. Sherwood's book "Here We Are Again!" (the traditional greeting of the clown to his audience) was presented to the members. Mr. Sherwood autographed his books with a wide variety of appropriate sentiments. The other speakers were Edith Wilson Bennett and May Massee. Miss Massee talked about Doubleday children's books, of which she demands that they be real stories that some one has been longing to write.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

October 30, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.
—BACON.

At the Crest

WITHOUT a shadow of doubt the American booktrade is entering into the busiest two months it has ever known, a season that is likely to provide a landmark in records of most bookstores and publishers. The success of one helps the progress of all and every organization seems tuned to play its part.

The South in Evolution

WE are glad to print in this number an article on bookselling at Atlanta, following similar discussions that have been printed on the book distribution equipment of other cities. As the outstanding business center of the Southeast, the Atlanta booktrade is in a strategic position and the strengthening of its bookshops will lead to the strengthening of book distribution thruout the area. It is significant also that in the same issue there should be emphasis on the importance of this area for book distribution from a publisher, Macmillan Company announcing their plan for a new building in order that their handling of books in this area may be more prompt and effective.

The whole spirit of the movement for more and better bookselling in the old South is exceedingly well summed up in a communication just received from a Charlottesville bookseller which is printed in full in this issue.

A Neighboring Industry

IT would be well if all booksellers, especially those in the second-hand and rare books field, could go to such an exhibit as the one at the Grand Central Palace last week, to study the selling methods of stamp dealers. The extent and volume of this business always seems amazing to those just getting acquainted with it.

There are said to be nearly two thousand dealers in stamps in New York. Auction sales run all winter and not a day goes by without a sale in one of the four or five rooms. The Scott Stamp & Coin Co., the largest dealers in the country and publishers of albums and catalogs, are credited with a business of nearly eight million dollars a year, which probably no book publishing house in the country can equal.

The number of collectors thruout the country is extraordinary and the amount invested equally surprising. Arthur Hind, the Utica manufacturer, who is credited with having one of the finest collections in the world, has paid \$40,000 for a stamp, the 1 cent of British Guiana of 1856, the only copy known. This stamp had been in the famous Ferrary collection of Paris, which was bequeathed in 1917 to the Postal Museum of Berlin but retained by the French Government and sold at auction in a series of fourteen sales, realizing about seven million dollars. The industry has numerous magazines, including *The American Philatelist*, *Mekeel's Weekly Stamp News*, *Scott's Monthly Journal* and the big English weekly newspaper called *Stamp Collecting* with a large circulation on this side.

Probably no field of merchandising gives a more striking picture of the natural collecting habits of men. Stamps are easy to handle, easier to know well than prints, pottery or books, and are so widely traded in that they have a fairly stable value with enough fluctuation to give the speculators an interest in buying.

The recent exhibit in New York City drew a very large attendance, with very active trading and a government exhibit, showing the printing of the new White Plains Memorial stamp and all United States issues that are in print available for purchase. The Century Co. had a busy

booth when the Stamp Department of the *St. Nicholas* was advertised and a circular distributed of its new five dollar book on "The Romance of Stamps," and, in the first three days, nearly a thousand copies were sold without a book to show.

No one who has been brought up in the book business or closely associated with it can help feeling that the collector of books has a much more fascinating field than the stamp collector, for he has a contents to interest him as well as the stimulus of competition and a speculative interest in the increasing rarity of the items.

An exhibit such as the one just closed, with its large attendance indicates that the booksellers of the country will have to increase their activities to a very large extent before they can match in totals and effectiveness the field of stamp selling.

Well Said

"FOR years it has been our custom," says an editorial in *Good Housekeeping*, "to head this November page with an appeal for widest possible observance of Book Week. We have done this because it is our sincere belief that there is no accomplishment that adds more to the joy of living than the ability to lose oneself in books. They offer companionship for every mood, in every place, at any time. But only if you love them. And loving them is a habit of mind that is so easy to cultivate. Some children are "natural-born" readers; all one need do for them is to supply the books. Others—the majority, perhaps, especially of boys—will have to be led and guided, thru the distractions of every-day life, past the lure of the gang and the movies, away from the tendency to idle and to chatter, into that love of reading that will cause them to weigh against an hour of doubtful pleasure the worth-whileness of a book that is waiting for them. In all too many instances the task will be a difficult, almost an impossible one; but you can find capable assistance if you will seek for it. There are those learned in the art of enticing a boy and a book together, and the more book-shy the boy may be, the more do they consider him worth working for. Unless you are sure

of the course you should pursue and of the bait you will offer, it is better to ask for help, for a nibble at the wrong kind of book may make the boy or the girl a patron of the kind of so-called "literature" that makes life seem a tawdry thing. Good books are life-partners, and no effort spent in choosing them is effort wasted."

Literary Lectures

MANY announcements have been coming to the office of the *Publishers' Weekly* indicating that a number of booksellers have been taking up the plan of encouraging literary lectures in their shops or in the public halls of their communities. There have been many requests for extra copies of the index to author lectures which was printed in the Fall Announcement Number and whose printing has evidently been of service in suggesting the amount of talent available for such talks.

The giving of a literary lecture in any community always stirs the interest not only in the books of that particular author, but in the whole subject of book buying. People delight to be able to connect the personality of writers with the books that they have handled, and the effect of the visits of lecturers like Walpole, Masfield, Noyes or Anderson is felt in the bookstores for a long time to come.

These lectures ought to be profitable or self-supporting. Tho the fee for good speakers has risen greatly in the last few years, audiences are much larger than they used to be and the chance of selling from two hundred to five hundred tickets for a lecture is good.

Book Week

—
November

7th to 13th

A Fall Letter to Booksellers

THE NATIONAL ASSOCIATION OF
BOOK PUBLISHERS

Astor Court Building
25 West 33rd Street, New York
October 13, 1926.

To Mr. Bookseller:

The exceptional quality and size of the publishers' lists this season mean an exceptionally large business for you which will repay extra effort on your part in sales and advertising.

Every title published represents the publisher's investment of thousands of dollars, and every title has a market which your store can reach. Dealers cannot stock every title, but you can take orders for every title. Hundreds of orders from individuals are sent direct to the publisher every day. This business should be handled by your store; but your best endeavors and your featuring of all books by all publishers are needed to obtain this business, and to help book-buyers get the habit of buying and ordering their books from you instead of direct from the publisher.

We urge you to make special efforts this season to establish a store service in all books of all publishers which will bring increased business to your store.

With best wishes for prosperity,

Very truly yours,

MARION HUMBLE,
Executive Secretary.

Selling Books in a Hundred Stores

THE *Atlantic Monthly* some time ago nailed down in its platform a plank which represented an active interest in the sale of books. The widely used slogan "Buy a Book a Week" first appeared in an article by A. Edward Newton in the *Atlantic Monthly* of October, 1920. Reviews and advertising of new books are one means of selling books, which the *Atlantic Monthly* employs, but in addition it has published many articles about the booktrade. Recently an interesting experiment was conducted. Wishing to find out

if all the book reviews and book advertising in the *Atlantic Monthly* were bringing customers into the bookstores, a list of booksellers in sixty cities, scattered thruout forty-eight states was selected. To these booksellers a stencil subscription list of *Atlantic Monthly* subscribers in their cities was sent asking them to check thru it with their customer records and report how many of them were actually recognized as book buyers. Of course, every bookseller in the cities selected was not written to, and of course, booksellers do not recognize all their customers by name. The survey covered 4777 readers. Of these, booksellers recognized 4121, or 86%, by name as customers. While duplication figures are not complete, there is evidence that 753 of the 4121 persons buy from more than one store.

In several cities individual stores reported that all the *Atlantic Monthly* subscribers in the town were among their customers. The largest of these cities was New Orleans where the Maison Blanche has all 107 *Atlantic Monthly* subscribers on its books. Other cities where this was true were Utica, N. Y.; Concord, N. H.; Wheeling, W. Va.; Bridgeport, Conn.; Cheyenne, Wyo.; Eugene, Ore.; Santa Fe, N. M.; Butte, Montana, and Easton, Md.

The cities selected ranged in size from Washington to Fayetteville, Arkansas. In Washington where there are 816 subscribers to the *Atlantic Monthly* the three bookstores reported that 636 were book buyers, while one store, Brentano's, had over half, 486, on its books.

This is a very interesting study, not only from the point of view which the *Atlantic Monthly* stresses but as an example of dealer cooperation for of the 104 stores asked to cooperate only 8 failed to do so.

A Medal for Harpers

FIFTY years ago in Centennial Year the American Institute of the City of New York awarded a medal of honor to New York firms who had at that time served the public well for fifty years.

This month at the opening of the annual exhibit of the Institute, honorary fellowships were awarded to firms whose years of service extended to 100 years. Among those so honored was Harper & Bros.

As It Goes in France

Notes on Publishing and Bookselling Conditions

Milton Fairman

TO the visitor who is interested in bookselling, Paris is still the capital city of bookstores with a shop in every obscure little street and its "kilometer of shelves" along the banks of the Seine. Wandering up and down Parisian highways and byways, the stores seem almost as frequent as cafés and restaurants—and they are many.

The stalls lining the bank of the river, favorite haunts of Anatole France and scores of other writers, and as characteristic of Paris as Notre Dame or the Eiffel tower, attract a fair number of buyers on week days and do a brisk business during the Sunday afternoon promenade along the *quais*. Priest and scholar, student and the dabbler in letters, browse from stall to stall, buying a book here and a print there, and the holiday brings hundreds of Parisians and tourists to rummage for old pictures and antiques.

Despite surface indications to the contrary, however, bookselling in France has entered upon evil days. The general unrest of business and finance and the advancing cost of living have left their marks on the bookman, because the man in moderate circumstances can find little room for him between the grocer and the landlord. The advent of hard times, with its consequent depression of family finances, is gradually shoving the book appropriation from the budget of the average man who is now coping with the more important problems of food and lodging.

The need of money, troubling so many Frenchmen today, is shown by thousands of beautifully bound volumes which have found their way from private libraries to the Seine bookstalls. These works are not of a type ordinarily found in second-hand shops. Frequenters of such shops know how rare it is that a well-selected library is placed on the market to be sold thru the

ordinary channels of distribution. But the books now on sale in the river stalls have been sold because in most cases their owners were hard pressed for money, and, so one dealer said, many collections are broken and sold piecemeal because it is difficult to find a buyer for an entire library. At the present rate of exchange, an English or American collector interested in French literature can purchase an excellent library at a very low sum.

The few books in English which one may find after a careful search of the Seine stalls are for the greater part of little value. But even the worst of them have been priced so high that they may be bought more cheaply in an American or an English store. It is the bookseller's only opportunity to make money in the tourist trade. Unlike dealers in antiques and gowns, the bookman can profit little by the annual summer invasion, for there are but few of the visitors who can read French with enough ease to warrant the purchase of books in that language.

But one in search of more trustworthy information on publishing and bookselling than may be gleaned by casual contacts along the *quais* has but to call on a leader in book production, M. H. Bernard, head of the publishing department of Hachette, one of the greatest of the French publishers.

Courteous, and indeed generous with his time, for he is a busy executive, M. Bernard sat back in his little office in one of the several buildings occupied by the famous publishers, and outlined some of the problems confronting the trade in France. At the very outset of the interview, he declared that the price of books is rapidly mounting and that sales are having a corresponding decrease.

"Book prices began to rise with the close of the war in 1919 and have risen steadily

since that time," said M. Bernard. "Of course, from the beginning of the war in 1914 there was some change, but the great advance began shortly after the close of the hostilities. Within the last six months we have seen an increase ranging from twenty per cent in some cases to as high as thirty per cent in others, affecting the prices of all classes of books. These increases, necessitated by the advancing cost of materials and labor, have found their reflex actions in book sales and in publishing circles. Many of the public are unable to buy books at the new prices, and, as a result, our reports show that there has been a decrease of about twenty-five per cent in the numbers of books published as compared with statistics for the preceding period of the same length."

Taking a volume from the walls lined with the various publications of the house of Hachette, M. Bernard demonstrated the advance in prices since 1914.

"Ten years ago, this book was priced at seven francs, fifty centimes," said the publisher. "Today, the net price is twenty-five francs for the same grade of paper and the same kind of binding. This is a typical case, for those books which could be bought for seven or eight francs not so many years ago now are sold for twenty or twenty-five francs."

The French Public is bearing the burdens of increased production costs—costs which have increased steadily since pre-war days and have forged rapidly ahead in the last six months. In France, as in America, printers' wages have reached a height never attained before, and French printers now receive about four times as much as they did before the war.

Perhaps the worst factor in production costs which is now troubling the publisher is the high price of paper. France produces but little paper, the greater bulk of its supply being imported from the Scandinavian countries. The Swedish and Norwegian manufacturers sell their stock at English prices, and all their quotations are in English pounds sterling, a currency which has regained its pre-war standing. Thus is the French publisher confronted with the problem of how to sell books at prices acceptable to the French public when his raw material is being purchased at

English prices. With his money at a depressed value, he is paying the same price for paper stock that English and American publishers are paying.

It is the price of paper, perhaps, more than anything else, that is responsible for the rapid advance in book prices and the corresponding decrease in sales, M. Bernard said.

And who profits by this increase in book prices?

Nobody. At least no one in the book industry or trade gains by its higher prices. The author and the retail dealer, receiving the same percentages as in pre-war days, gain on the sale of the individual volume, but this higher profit is immediately offset by the decrease in total book sales. They and the publisher are riding in the same boat, and the three great factors in the booktrade are taking the rough waves together.

It is not a pleasant situation that the French booktrade finds itself in after many years of smooth sailing, and the worst of it is that no one knows the future. M. Bernard simply shrugged his shoulders when asked his opinion on the outcome of the difficulty.

The rather disagreeable predicament of France proves now more clearly and conclusively than ever the relationship between production and retail sales. One can almost formulate a physical law from the experience of France: Book consumption varies inversely as book prices. And again, it's the deadly "vicious circle." Production costs necessitate higher prices; thereupon book sales decrease; since sales decrease, it is imperative for the publisher to earn more from the individual book, and prices are again raised, and sales decrease; and so on *ad infinitum*.

All in all, it seems a rather cheerless prospect for our friends across the sea, and one may only hope that a solution for these many ills will be found soon.

However, if one cares to look for happier conditions, he has but to visit the several bookstores dealing in English and American works, all of which seem to do a brisk business during the summer months. Brentano's, as the American Express Co., is the meeting place for many Americans in Paris, and here one may buy the latest

from London and New York. A number of visitors to Paris also find the little shop of Shakespeare and Company very delightful.

Founded in 1919 by Miss Sylvia Beach, the shop on the Rue de l'Odeon is said by many to be the center of the English intellectual life of Paris. One may find here an excellent collection of the best of English, American, and Irish literature. Professors and students from the Sorbonne as well as English-speaking residents of Paris form the membership in the circulating library where one may obtain the latest works from abroad.

Great opportunities await Mr. Sumner and Justice Ford if they ever approach Paris with their "clean books" cohorts. Parisian bookstores, especially those in American shopping neighborhoods, have a good business established in erotica and works suppressed in the United States. One shop in the Palais Royal has displayed brazenly in its window a number of books of the most shocking type. Each volume displayed has been carefully opened at a page calculated to attract attention, and a survey of the shop's customers of a morning convinces one of the sage judgment of the proprietor.

The police are banning the sale of Frank Harris' "My Life and Loves," lately in difficulties in the United States, but, on the other hand, Shakespeare and Company recently announced the eighth edition of "Ulysses" by James Joyce. That work is without a doubt the best selling English book in Paris. On ships returning to the United States, one sees as many copies of Mr. Joyce's work as Baedekers on the eastward journey.

In spite of erotica and trade problems, and debt settlements and anti-American feeling, Paris still is the city for the book addict. Nowhere else will he find such a variety of shops with such patient proprietors welcoming the book browser.

Lowbrow

"Did you know a hundred thousand was paid for the first Gutenberg Bible?"

"No; I didn't even know Gutenberg wrote the Bible."—*Life*.

The Birbeck Hill Boswell

IN *The Publishers' Weekly* of August 7th a letter was printed from Bigelow, Brown & Company, New York, pointing out that, while it had been reported that Birkbeck Hill's Boswell was out of print in this country, they had had this set continuously in print since they took over the plates from Harper & Brothers, first publishers in this country. A letter of September 24th received from R. W. Chapman, secretary of the Oxford University Press, states that the American edition was not printed from a duplicate set of the English plates, as no plates had ever been made, and the English edition, published in Oxford, was printed from type. The American edition, Mr. Chapman points out, does not follow page for page the English edition and it is for that reason that students are often confused by page references to the work. The first volume, for instance, of the English edition has 522 pages and the American edition has 604. Mr. Chapman goes on to say:

"In the revised edition, the printing of which is just begun, the pagination of the first edition will be preserved so that these references may still hold good. This has cost a good deal of labor and has made it necessary to print in appendixes much fresh matter for which room could not be found on the page, but in the interests of scholarship it seemed the only possible course."

Another Great Reference Tool

SONNENSCHN'S "The Best Books," Part 4, in its entirely rewritten third edition, is now ready with the Putnam imprint. This work is a readers' guide to the best available books in every department of science, art and literature, with the dates of the first and last editions, price, size and publishers' names, both in England and America. The fourth volume is devoted to science, music, the fine arts and sports. The data will be extremely valuable to publishers and booksellers alike, and this volume alone has over 4,000 entries. The work may be used in connection with and supplementary to the new A. L. A. Catalog of 10,000 books. It is more inclusive, tho, without explanatory notes.

Booksellers As Copy Writers

Doubleday Award Prizes for 50 Word Descriptions



IT was George Ade who lamented that good street car conductors are likely to become bank presidents. One might paraphrase him and lament that many good copy writers are lost to book advertising by taking up the more useful occupation of bookselling. Booksellers are good copy writers as anyone knows who has read the newspaper advertisements produced by Burrows Brothers, Brentano's, Power's Mercantile Co., Stewart Kidd and many others, seen the window displays arranged by Brentano's of Chicago, or Fowler Brothers of Los Angeles, or received the attractive circulars coming from Richard Laukauf's "49 Taylor Arcade" in Cleveland, or from Mabel Ulrich's, or those memorable catalogs from the Hampshire Book Shop—to mention but a few high points.

It was in the hope of gaining the booksellers' aid that the publishers of "Show Boat" offered a prize for the best advertisement on that book written by a bookseller.

A prize of fifty dollars was offered to the bookseller who would write the most fitting fifty words that would describe "Show Boat," avoid superlatives in general and the word "best" in particular, these words to fit in on the center of the jacket.

The perfect book advertisement, in the opinion of the writer, is one that answers the questions a customer usually asks when he enters a bookstore. These questions would seem to be, one gathers from experience:

1. "What's a good book?"
2. "What else has the author written?"
3. "Is it a good book?"
4. "What's it about?"
5. "Is it selling well?", or "Is it popular?", may be asked, by which is generally meant, "Is it a good book?"

It is easy enough for a bookseller or an advertising man to answer those first three questions. The difficult thing is to tell, interestingly, what the book is about for it requires skill to enliven the deadly synopsis of a story. As a result, some booksellers, and practically all advertising writers avoid if possible, that plaguy inevitable question, "What's it about?" by stressing the importance of the book presented until it becomes "great," "a masterpiece," "an epic," "a seven-day-wonder"—very well, if you don't believe it read carefully the advertisements in next Sunday's *New York Times*.

As judges of this contest, the publishers were fortunate in securing such distinguished advertising executive as Bruce Barton, of Barton, Durstine and Osborn; and Ernest Elmo Calkins, of Calkins and Holden. Henry Saylor, of Williams and Saylor, the third member of the jury felt it necessary to withdraw due to the pressure of duties assumed when he became editor of *Architecture*. No other judge was appointed.

The advertisements contributed were all submitted to the judges. From these Mr.

Calkins and Mr. Barton selected the five advertisements they considered best according to the terms of the contest. These they awarded places from first to fifth in the order of their excellence.

The compilation, allowing 5 points for 1st place, 4 for 2nd, 3 for 3rd, 2 for 4th and 1 for 5th, shows these results:

	points
Franklin M. Watts, The Book Nook, Lawrence, Kans.	8 2nd Barton, 2nd Calkins
Grace M. Sherwood, The Book Shop, Providence, R. I.	6 3rd Barton, 3rd Calkins
Anne S. Longfellow, D. C. Heath & Co., Boston.	5 1st Calkins
F. M. Nason, Association Press Book Shop, New York.	5 1st Barton
Helen Vogel, E. D. Vogel, Bookseller, Easton, Pa.	4 4th Barton, 4th Calkins
F. C. Darling, Chestnut Hill, Mass.	1 5th Calkins
Mildred L. Tingley, Little Acorn Book Shop.	1 5th Barton

The award of fifty dollars then goes to Franklin M. Watts. A special prize of ten dollars each is awarded to Miss Sherwood, Miss Longfellow, Miss Vogel and Mr. Nason in recognition of their splendid showing.

Almost two hundred booksellers entered the contest. Their points of approach were of an amazing variety and a score of first class advertisements could be made from their contributions.

Mr. Watts caught the entire sweep of the novel in his fifty words. (He counted New York and New England as single words.) He really tells what the story is about:

"Cruise the Mississippi on the show boat 'Cotton Blossom' with the vivacious Captain Andy Hawks, his stern New England wife, and Gaylord Ravenal, the gambler-dandy who turns actor to win Magnolia their actress daughter. See Chicago in its early gaudery and contemporary New York theatrical life in Edna Ferber's 'Show Boat.'"

Miss Sherwood used a few words more than the limit allowed, but her advertisement tells the story, gives a flash of good color and ends with a graphic, memorable phrase:

"Turbid, yellow Mississippi in the eighties, carrying floating theaters, still remembered, which brought 'East Lynne' and old dramatic favorites to its river towns! Thereon began Magnolia and Gaylord Ravenal their intense romance, ending it in Gambler's Alley of a notorious Chicago, which seethed thru the nineties. 'Show Boat' is a cross-section

of one of the cradles that rocked the American theater into lusty hardiness."

Miss Longfellow's advertisement was excellently constructed. The first sentence describes the story, the second the action and the third and fourth vividly portray the colorful background:

"A fascinating story of life on the Mississippi. The 'Cotton Blossom Floating Palace' with its mimic stage, and the even more thrilling drama of the troupe's offstage life. The languorous atmosphere of the South. The grace and charm of bygone days. Romance, beauty, adventures!"

F. M. Nason parodied the well remembered show barker in his advertisement. This idea of Mr. Nason's was recently used by the publishers in one of their current advertisements of "Show Boat." Mr. Nason headed his imperative piece of copy:

"Ladies and Gentlemen!!
Most magnificent company
of players ever assembled on
the rivers . . . unrivalled
scenery and costumes . . . daz-
zling array of talent . . .
fresh from triumphs in the
East . . . concert after the
show . . . singing and danc-
ing . . . come one, come all.
. . . Don't miss the 'Show
Boat'!"



AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists

Edited by Merle Johnson

Number 96

HENRY WADSWORTH LONGFELLOW 1807—1882

Compiled by Vrest Orton

LONGFELLOW, the most popular poet of his time, spent the most of his life as professor at Harvard. His literary output was almost entirely poetry. "Evangeline," "Poems on Slavery," "Tales of a Wayside Inn," and "The New England Tragedies" are key books.

OUTRE-MER, A PILGRIMAGE BEYOND THE SEA. *Boston, 1833.*

Part I. Published by Hilliard Gray & Co. Marble paper covers.

Part II. Published by Lilly Wait & Co., gray paper covers, also boards. *Boston, 1834.*

Also published by Harper Bros. 2 vols. *New York, 1835.*

HYPERION: a Romance. *New York, 1839.*

Anonymous. 2 vols., boards, paper labels.

VOICES OF THE NIGHT. *Cambridge, 1839.* 900 copies. Boards, paper labels.

POEMS OF SLAVERY. *Cambridge, 1842.* Contains 8 poems by Longfellow. Paper covers.

THE SPANISH STUDENT, a Play in Three Acts. *Cambridge, 1843.*

Boards, paper labels.

POEMS. *Philadelphia, 1845.*

First printing of nineteen poems. 1000 copies.

New York edition of 1846 has additional poems.

THE BELFRY OF BRUGES AND OTHER POEMS. *Cambridge, 1846.*

Paper covers. Cover date 1845, title page 1846.

EVANGELINE: A TALE OF ACADIE. *Boston, 1847.*

Boards. First issue has printer's ornament below name of author. Forgery made of this issue, with ornament left out. On page 61, line 1 of first issue, the "ng" has been dropped from word "long."

KAVANAGH: a tale. *Boston, 1849.*

First issue omitted word "End" bottom p. 188.

THE SEASIDE AND THE FIRESIDE. *Boston, 1850.*

3 bindings. Also large paper edition.

THE GOLDEN LEGEND. *Boston, 1851.*

3500 copies.

THE SONG OF HIAWATHA. *Boston, 1855.*

Brown cloth, also red cloth. Large paper edition in following year.

The first edition has "dove" on page 96, later changed to "dived."

PROSE WORKS. *Boston, 1857.*

2 Vols.

THE COURTSHIP OF MILES STANDISH. *Boston, 1858.*

Brown and purple cloth.

TALES OF A WAYSIDE INN. *Boston, 1863.*

NOËL. *Cambridge, 1864.*

In French. Privately printed.

In English, by J. E. Norcross, *Philadelphia, 1867.*

HOUSEHOLD POEMS. *Boston*, 1865.

Blue paper covers, also cloth.

THE COMPLETE WORKS. *Boston*, 1866.

7 vols. 100 copies large paper.

FLOWER-DE-LUCE. *Boston*, 1867.

THE NEW ENGLAND TRAGEDIES: I and II. *Boston*, 1868.

Privately printed.

Also issued by Ticknor and Fields in smaller size. *Boston*, 1868.

The Camberlain Sale in 1909 contained an unrecorded item, "A New England Tragedy," dated 1860.

THE DIVINE TRAGEDY. *Boston*, 1871.

Also in large paper edition.

THREE BOOKS OF SONG. *Boston*, 1872.

CHRISTUS: a mystery. *Boston*, 1872.

3 vols.

AFTERMATH. *Boston*, 1873.

THE HANGING OF THE CRANE. *Boston*, 1874.

Private issue, fifty copies for presentation.

Also trade edition in cloth.

THE MASQUE OF PANDORA AND OTHER POEMS. *Boston*, 1875.

KÉRAMOS AND OTHER POEMS. [*Cambridge*], 1877.

Leaflet. Private issue of 6 copies.

With other poems. *Boston*, 1878.

THE EARLY POEMS. Now First Collected. *London*, 1878.

BAYARD TAYLOR. [*Cambridge*], 1879

2 leaves.

ULTIMA THULE. *Boston*, 1880.

IN THE HARBOR: Ultima Thule, Part II. *Boston*, 1882.

MICHAEL ANGELO. *London*, 1883.

Private issue.

Boston edition, 1884.

ORIGIN AND GROWTH OF THE LANGUAGE OF SOUTHERN EUROPE, etc. *Brunswick, Me.*, 1907.

250 copies.

* * *

MISCELLANEOUS POEMS. Selected from the U. S. Literary Gazette. *Boston*, 1826.

Contains 14 poems by Longfellow.

THE POETS AND POETRY OF EUROPE. *Philadelphia*, 1845.

Edited with notes by Longfellow.

First issue has imprint of Cambridge, Metcalf Co., etc.

Second issue has imprint of J. K. & P. G. Collins, Philadelphia.

THE WAIF: A Collection of Poems. *Cambridge*, 1845.

Edited by Longfellow with Proem.

Yellow glazed boards, also limp paper covers, also silk cloth.

THE ESTRAY. A Collection of Poems. *Boston*, 1847.

Edited by Longfellow with Proem.

FAIR FOR OUR DUMB ANIMALS. [*Boston*, 1871.]

Leaflet. Longfellow contributed "The Alarm Bell of Atri."

LIFE OF HENRY WADSWORTH LONGFELLOW. By Samuel Longfellow. *Boston*, 1886.

2 vols.

FROM MY ARM-CHAIR, etc. *Cambridge*, [1879].

2 leaves.

NOTE: Only books and some of the first volumes to which this author contributed are listed here. The many translations, books to which he wrote introductions, those edited, pamphlets, etc., may be found listed complete in formal bibliographies of this author.

In and Out of the Corner Office

WHEN we met Joseph Anthony last week he had just received a letter from Richard Garnet, the distinguished English critic, which read, "Every once in awhile you produce a work of such genius that it helps to keep us humble." He was referring to Elizabeth Madox Roberts' "The Time of Man" published in August by The Viking Press. In the same afternoon Mrs. Dawson Scott, founder with John Galsworthy of the international P.E.N. Club said to us, "I have read one American book since I reached this country that I am buying in two's and three's to give to my friends. It is 'The Time of Man.'" Dr. Canby added "And The Book-of-the-Month Club is sending out 32,000 copies. This was too much cumulative evidence, and we stopped at the nice new bookshop in the Hotel Brevoort where we had gone for the Booksellers' League dinner and paid our good two fifty for a copy.



Marion Fiery has brought us a copy of the new edition of Chrisman's "Shen of the Sea" made ready in honor of its having received the John Newbery Medal this month for being considered by the children's librarians the best children's book of 1925. Miss Fiery is a Marylander who, after working under Anne Carroll Moore at the New York Library, has been drafted by Mr. Macrae to nurture the always active juvenile line of Dutton's.



The wise ones are telling us (Ernest Boyd and Wallace Meyers among them) that Ernest Hemingway is a young American to be followed. Liveright had his first book and Scribner, who had his second, has the new one. He's living in Paris and Cape is publishing him in London.



Melville Minton and Earl Balch asked us last week to meet Mrs. Bender (E. W. Dewing), an author who was lost and is found. She had two good books on Macmillan's list fifteen years ago and then at

least for book publication dropped out of sight. She's welcome back with "My Son John." Le Roy Baldridge and his wife, Caroline Singer, were at the party and modestly took the general praise for their "Turn to the East."



Payson of Payson & Clarke tells us of his plans for the next year which include twenty-five titles, most of these in their especially chosen field of books for collectors. Esther Singleton is doing one on Old Dolls, there is the beautiful series on Ship Models, one on Old Gloves, etc. The firm is mapping out a very nice specialty for itself and at a time when this market is growing.



We find on our desk a circular from *Literary Digest*, launching a campaign to give away with a subscription the full writings of O. Henry, twelve volumes in one on thin paper, 274 short stories. If we are not mistaken the ad page is the old Helen Woodward copy. The *Digest* says it expects to sell 200,000 volumes as they did of *The Little Leather Library* last year.



We've had a pleasant visitor from Glasgow, Robert MacLeod of the big book store of W. & R. Holmes. Mr. MacLeod is full of information about British book-selling and has a healthy interest in our ways of doing things and has visited a score of cities. Perhaps he is right, that there are more good booksellers in Britain than here, but he sees extraordinary opportunities ahead of American retailers.



Vojtech Preissig who has been working from Chicago in his field of book design and lettering has moved to New York with address of 620 Tenth St., College Point, L. I., N. Y. Mr. Preissig designed the decorations for "Gold's Gloom" and for "The Panchatantra" which attracted so much favorable comment when published by The University of Chicago last year.

In the Book Market

ELINOR WYLIE in her latest book, "The Orphan Angel," *Knopf*, takes up the life of one of the most extraordinary geniuses in all English literary history and carries it on where he left it, in a fantasy which promises to win any amount of favor with the reading public this year. ❀ ❀ ❀ On September 16th of this fall an unheralded *pièce de théâtre* took up its abode at the Broadhurst Theatre in New York and has been since playing to packed houses. By name it is "Broadway" and by nature a melodrama. Its immense success on the stage has brought about a promise of its appearance in book form in the very near future by *Doran*. ❀ ❀ ❀ Tom Powers, the well-known actor, seen most recently in New York in "The Wild Duck" and "Love in a Mist," it now becomes known has any number of other talents at his command. *Macy-Masius* published yesterday a book of aviation service poems by Powers titled "Flight." But there the story does not end, for he has illustrated the poems and set a number of them to music, some of the songs appearing in the present volume. Powers was in the Canadian Royal Flying Corps. ❀ ❀ ❀ Another *Macy-Masius* book which has just come out is George Ullman's "Valentino as I Knew Him." A public's interest in a book is as a rule at least somewhat because of its author yet it is safe to say that those who read this book will approach with little thought as to who wrote it, intent only on reading of the star. The author was Valentino's manager and qualified to write authoritatively about Valentino if anyone is. ❀ ❀ ❀ *Dodd, Mead* have re-issued Captain Charles Johnson's "The History of the Pirates" in a beautiful edition, all of the original copperplate engravings being reproduced in fine impressions. The book was first published in 1724 and it is believed that the present reprint is the only one to contain the complete work ever published. ❀ ❀ ❀ Another *Dodd, Mead* new edition will be that of Byron's "Don Juan." It will contain 16 full-page illustrations in black and white in the text by John Austen, the bril-

liant young English illustrator. ❀ ❀ ❀ "Amy Lowell, A Critical Study" by Clement Wood, *Harold Vinal*, is out and looks very interesting. The chapter headings are "The Breach in the Wall," "Childhood Days and Black Cigars," "A Roosevelt Among Parnassians," "The Brookline Rhadamanthus" and "The Impassioned Heart," ❀ ❀ ❀ *Houghton Mifflin* who issued Amy Lowell's posthumous volume of poems this fall, "East Wind," are responsible for two new books by poets, one a book of poems, the other a novel. Abbie Farwell Brown's "The Silver Stair" is a collection of her latest ballads and lyrics and is notable for its charm and vitality. H. D., who to the knowing is no less a personage than Hilda Doolittle, otherwise known as Mrs. Richard Aldington, has turned novelist in "Palimpsest" and in the best poetical manner catches the elusive overtones of life. The edition is limited to 700 copies for sale in America. ❀ ❀ ❀

Aldous Huxley is very obliging about turning up with a new book at least once a year to satisfy his avid audience. And an audience that turns Huxley does so with no qualifications whatsoever and is ever ready for something new. His new title is "Jesting Pilate," subtitled "An Intellectual Holiday." It is the diary of a questioner who leads his readers thru Burma and Malaya, the lonely reaches of the Pacific, New York and California. *Doran* is the publisher. ❀ ❀ ❀

Temple Bailey's novel, "The Blue Window," which has reached 65,000 in the United States, has also had a big sale in Great Britain, three large editions having been printed. It has also been in popular demand in Canada. A Swedish publisher has just purchased the translation and publication rights for that country. Miss Bailey recently signed a contract with one of the leading American magazines for three serial stories at a figure which makes her the highest priced writer of magazine fiction in the world. "The Blue Window" is published by the *Penn Publishing Co.*, which also issued her "The Holly Hedge."

Not Hoarding for a Rise

INASMUCH as it has been sometimes charged that publishers were likely to speculate in their own limited editions under the present era of great demand for the best output, it is interesting to see that this charge is definitely countered by the Nonesuch Press, which states in its latest prospectus:

"The Nonesuch Press takes this opportunity of repeating that its main purpose is to supply fine books capably edited for those collectors who also use books for reading; that it deplors the purchase and resale of its publications merely as commodities on which a premium is to be made; and that the Press itself sells its editions down to the last copy at the published price less trade discounts. In other words, it never 'hoards.'"

Troublesome Sales Slips

THE store manager has at this time of the year the important work of training new people into store detail and in keying up to greater accuracy the bookkeeping habits of the older salesmen. In many cases where sales books are used, one of the bad habits of the salesman is to write the title of the book down carelessly, so that when the customer is billed for the volume it takes telephoning and explanation before the matter is straightened out. The *Retail Ledger* reports an actual case of a customer who received a bill which read, "Work, \$3.50." It developed that what had been ordered was Work's "Auction Bridge." Another item on the bill was for "3 small hard adults, \$1.58." These "small hard adults" proved to be toothbrushes.

Book titles are full of pitfalls, especially when mixed in with the items of other departments of the store, and care on this point cannot be too strongly urged.

There is equal need of continued caution in filling in addresses. The salesman, under the anxiety to get to another customer, gets the address only partly right and thinks that the office will straighten out the matter, but the office is a busy place and cannot always go by guesswork. Time in filling in sales slips is time well spent.

The Youngest Salesman in the U. S. A.

PROBABLY the youngest book salesman in the United States is Kenneth Crabb, who, at the age of nine years, is taking his turn with the other salesmen at the Southern Book concern, in Atlanta, Ga.

Kenneth, who is in the fourth grade at school, possesses a remarkable memory, and during the past two or three years he has appeared at various civic club meetings where he has astonished hundreds of business men by his memory test work.

At one of these meetings he attracted the attention of Charles Gavan, owner and manager of the Southern Book concern, and upon learning that Kenneth wished to enter some mercantile field where he could add to his store of literary knowledge, offered him a place as a salesman in his big bookstore on Whitehall street. The offer was accepted, and Kenneth is now a full-fledged book salesman and happy.

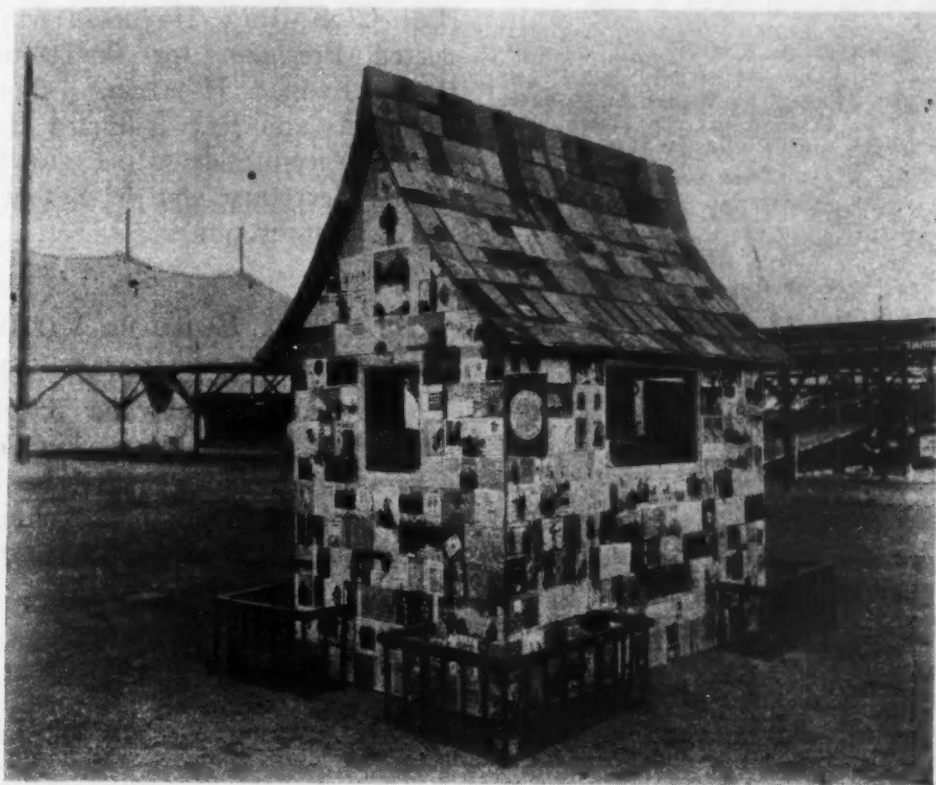
A few days before he began work, Mr. Gavan gave Kenneth a large catalog showing the principal authors and the books they had written, and by the time he started work, he had memorized the names of practically all of the standard novelists, their initials, and the stories they had written.

Kenneth's position as a book salesman lasted during the summer months, as he has to continue school, but he made a big hit with patrons of the store.

Lectures on Current Books and Events

TWO popular short morning courses given by Columbia this Fall sound interesting. One is on "Significant Current Books," by Dr. Richard Burton, Mondays, October 25 to December 6, 10:30 to 12; the other is on "Significant Current Events" by Professors Raymond Moley and Edward M. Earle, alternately, Fridays, October 29 to December 17, omitting November 26, 11 to 12:30 o'clock. The lectures are to be given in McMillan Academic Theater, 116th Street and Broadway. The fee for each course is \$5.

How To Get Books to the Fair



AT the Stanislaus County Fair, Sept. 13 to 18th, the Exhibit of the County Library made quite a sensation at the fair and was constantly surrounded.

The exhibit consisted of a little building the outside walls of which were papered with bright paper book jackets, while the roof was "shingled" with covers from discarded books. Thru windows in each wall the public viewed displays of books of interest to various groups of people. There were books for farm folks, for business men, for parents, for teachers, for children; there were big books, little books, books in fine bindings, rare old books, books by local authors (Modesto). At one end was featured "Reading with a Purpose," showing the poster, handbooks and books they suggested for reading. At the other was an exhibit of books for the blind loaned from the State Library in Sacramento, showing books in Moon type, Braille, and writing machine with stylus. Posters issued by the A. L. A. for the 50th Anniversary, pictures, and a map of the county showing branches, formed a background for the books.

There was no door in the house and there was considerable speculation as to how the exhibit was installed.

A low fence inclosed the "lawn" with flower beds and sawdust walks led up to each window. A sign on the house over one of the long windows read "Stanislaus County Free Library-McHenry Public Library" and one of the orange and black California County Free Library signs stood out from one corner of the wall.

The house was built of plaster board by the library assistant janitor, and the book jackets were pasted on by members of the staff and the janitor covered the roof.

People began asking for books whose paper jackets were on the house before it had been on view many hours.

The paper jackets were supplied thru the kindness of Mr. Eugene Sommers, Sather Gate Book Shop, Berkeley, Newbegin's, San Francisco, Gelber, Lilienthal, Inc., San Francisco, and Levinson's The Book Store, Sacramento; while the book covers which "shingled" the roof were supplied by Foster & Futernick Co., San Francisco Binders.

Changes in Price

BRENTANO'S

"London Restaurants" increased to \$1.25.
 "Paris Restaurants" increased to \$1.25.
 "Old Court Life in France" increased to \$3.00.
 "Old Court Life in Spain" increased to \$3.00.

ALFRED A. KNOFF

After November 1st there will be only one edition of "Memoirs of a Midget" by Walter de la Mare. The price will be \$2.50. Until now there have been two editions, one selling at \$1.75 and the other at \$3.00.

THE STANLEY McMICHAEL PUBLISHING ORGANIZATION

"How to Make Money in Real Estate" by Stanley L. McMichael, has been increased from \$2.50, retail price, to \$5.00.

Obituary Note

SOLOMON STAGER

SOLOMON STAGER in his seventy-third year died on Monday, October 11th. He was the father of Chas. I. Stager of the staff at Putnam's, and of Adolph of the Cadmus Book Shop. Arriving in this country from Austria in 1876 he shortly afterward entered the new and old book business and was well known in both circles. Up to last year he was actively engaged with the Cadmus Book Shop giving special attention to casual customers for current books.

A Practical Program for Women's Clubs

THE Extension Division of the University of North Carolina, which has done such systematic work in providing material for women's club programs, has just issued a new pamphlet entitled "Current Books," edited by Cornelia Spencer Love. It outlines fifteen meetings for women's clubs, each one devoted to some current book of fiction or non-fiction. The plan indicates how a club paper may be worked up and how a volume may be analyzed. Such varied books are included as Bowers' "Hamilton and Jefferson," De Kruif's "Microbe Hunters," Vollard's "Renoir," Paul Green's "Lonesome Road," Herbert Quick's "One Man's Life," etc. The pamphlet includes a directory of the publishers of the books included and a fine list of collateral reading.

Authors' Guild Elects Officers

AT the Annual Meeting of the Authors' Guild of the Authors' League of America, Inc., held recently at the Town Hall Club, Inez Haynes Irwin was re-elected President for the coming year. Henry Sydnor Harrison, Juliet Wilbur Tompkins and Ray Stannard Baker were elected Vice-presidents. Leroy Scott was elected Secretary and Maravene Thompson, Treasurer.

Old London Firm

CROSBY LOCKWOOD, sole partner of Crosby Lockwood & Son, well-known for technical publishing over three generations, announces that he intends to undertake, in addition to technical books, the publication of carefully selected 7s. 6d. novels.

Personal Notes

COLUMBIA, MO.—W. W. Elwang has become manager of the fine and rare book department of the Missouri Store Co.

LUBBOCK, TEX. — The Roadrunner under the proprietorship of Miss Elizabeth West is open at 1109 College Avenue.

MADISON, N. J.—The Bottle Hill Circulating Library has been opened at 38 Green Ave. by Mrs. B. A. Cronham.

NEWTON CENTRE, MASS.—Norman Alexander Hall has opened a bookstore at 83 Union Street.

NEW YORK CITY.—Azalea Clizbee and Laura A. Doehler have opened the Pegasus Bookshop, Inc., at 31 East 60th Street. They will specialize in old and rare books, modern first editions, fine press publications and autographs.

SAVANNAH, GA.—Silva's Book and Sports Shop has been opened by Frank L. Silva at 115 Whitaker Street.

WATERTOWN, WISC.—C. A. Mayer, Stationer, at 311 Main St., has added a book department.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to; under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abstracts of theses. 407p. O (Science ser. v. 2) [c.'26] Chic., Univ. of Chicago Press \$3

Theses submitted to the faculties of the graduate schools of the University of Chicago for the degree of Doctor of Philosophy, 1923-1924.

Adams, Evangeline

The bowl of heaven. 280p. front. (por.) D c. N. Y., Dodd, Mead \$3
The life-story and experiences of an astrologer.

Adams, L. A.

Necturus; a laboratory manual. 78p. D c. N. Y., Macmillan \$1

Addison, Joseph

Criticisms on "Paradise lost"; ed. with introd. by Albert S. Cook. 224p. D '26 c.'92 N. Y., G. E. Stechert \$2

Ash, Sholom

Kiddush ha-shem; tr. by Rufus Lears. 227p. D c. Phil., Jewish Pub'n. Soc. \$1.50
A story of the Jews and the Cossacks in 1648.

Baldwin, Harmon A.

The carnal mind; a doctrinal and experimental view of the subject. 183p. D [c.'26] Chic., Free Methodist Pub. House, 1132 Washington Blvd. \$1.25

Ballard, Frederick

Dollars and chickens; a comedy in three acts. 111p. D (French's standard lib. ed.) c.'24, '26 N. Y., S. French pap. 75 c.

Barbour, Ralph Henry, ed.

The year's best stories for boys; 1926. 348p. D c. N. Y., Dodd, Mead \$1.75
Sixteen stories compiled from various boys' periodicals.

Beard, Daniel Carter

Wisdom of the woods. 150p. il. (col. front.),

diags. O (Woodcraft ser.) c. Phil., Lippincott \$2.50

Practical suggestions for camping in the woods.

Beaumont, J. C. H., M.D.

Ships—and people. 298p. il. O [n.d.] N. Y., Stokes \$5

Reminiscences of a ship's surgeon on the White Star line who thru years of ocean travel has come to know hundreds of European and American celebrities.

Becke, Louis, i.e. George Louis

Notes from my South Sea log. 256p. D (Uniform ed. of works of Louis Becke) [n.d.] Phil., Lippincott \$2

Bell, Archie

The spell of the Caribbean islands. 379p. il. (pt. col.) D '26 Bost., L. C. Page \$3.75

Beman, Lamar Taney, comp.

Selected articles on states rights. 428p. (22p. bibl.) D (Handb'k. ser.) '26 N. Y., H. W. Wilson \$2.40

Bennet, Robert Ames

The cattle baron. various p. D (copyright fiction) '26 N. Y., Burt 75 c.

Best American stories 1919-1924; 2 v.; preface by Blanche Colton Williams. various p. D '26, c.'18-'26 Garden City, N. Y., Doubleday bxd., \$5

Parts of these volumes have been published annually since 1919 as the "O. Henry Memorial Award Prize Stories."

Bible

Concordant version of the Sacred Scriptures. various p. O [c.'26] Los Angeles, Concordant Pub. Concern, 2823 E. Sixth St. fab. \$12; lea. \$15

Includes "a restored Greek text with various readings, a consistent sublinear and an idiomatic, emphasized English version with notes."

American law reports annotated; vs. 39-43. various p. '25, '26 San Francisco, Bancroft-Whitney buck. \$7.50 ea.

Anderson, Paul Johnson, and others

Check list of diseases of economic plants in the United States. 112p. maps O (U. S. Dep't of agri.

bull, no. 1366) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Burnett, Richard C.

Community property law, according to Professor Juan Sala and his followers. various p. O c.'26 San Francisco, Author, 306 Sixth Ave. pap. \$2.50

Book of Texas verse, A. 85p. D '26 Austin, Tex., Tex. B'k Store bds. \$1
Poems written by students of the University of Texas during its first thirty years.

Bourjaily, Barbara Webb, and Gorman, Dorothy May

The mother's cook book; how to prepare food for children. 176p. S c. N. Y., Appleton fab. \$1.25

With an introduction on child feeding and health by Justin A. Garvin, M.D.

Brinkley, Stuart R., and Kelsey, Erwin B.

Laboratory manual to accompany "Principles of general chemistry." 172p. O '26 N. Y., Macmillan \$1.50

Brown, Abbie Farwell

Under the Rowan tree. 189p. il. (col. front.) D c. Bost., Houghton \$1.75

A series of stories for children, all centered about the magical Rowan tree.

Buchan, John

Homilies and recreations. 383p. D ['26] Bost., Houghton \$3

A book of essays by a well-known English novelist and historian.

Bunin, Ivan Alexivich

Mitya's love; tr. from the French by Madeleine Boyd. 212p. D [c.'26] N. Y., Holt \$2

A Russian story of the first love of a 17-year-old boy.

Burke, Thomas

Limehouse nights; [new ed.] il. by Mahlon Blaine. 277p. il. (pt. col.) O '26 c.'17, '26 N. Y., McBride \$5

Burnham, Major Frederick Russell

Scouting on two continents; ed. by Mary Nixon Everett. 392p. il., maps O c. Garden City, N. Y., Doubleday \$5

The memoirs of a soldier who fought for thirty years on the western frontier of the United States and then joined Cecil Rhodes in Africa.

Callaghan, Jane

The ould plaid shawl or The life of Mick-the-Lark [fiction]. 38p. S [c.'26] Chic., Author, 6404 Ridge Ave. 75 c.

Cannon, Cornelia James

The Pueblo boy. 197p. il. (col. front.) O c. Bost., Houghton \$2

A story for children about Coronado's search for the seven cities of Cibola.

Captain Lightfoot, the last of the New England highwaymen. 175p. il. O '26 Topsfield, Mass., The Wayside Press buck. \$2.50

A narrative of his life and adventures with some account of the notorious Captain Thunderbolt; the first publication of a new private press.

Carter, John

Man is war. 398p. maps O [c.'26] Ind., Bobbs-Merrill \$3.50

The author finds in man and his institutions irreconcilable elements which make peace impossible.

Chambers's biographical dictionary; originally compiled by David Patrick and F. Hindes Groome; new rev. ed. by William Geddies and J. Liddell Geddies. 1006p. D (Lippincott's reader's reference lib.) '26 Phil., Lippincott \$6

Chase, Daniel

Hardy rye. 327p. D [c.'26] Ind., Bobbs-Merrill \$2.50

A tale of four generations on New England soil.

Chisholm, A. M.

The land of big rivers. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Chorley, Henry F.

Thirty years' musical recollections; ed. with introd. by Ernest Newman. 436p. front. (por.) O (Borzoï music ser.) c. N. Y., Knopf \$5

Recollections of the music critic of *The Athenaeum* covering the period from 1830 to 1860. Published originally in two volumes in 1862.

Clancy, Louise Biertenback

You're young but once. various p. il. D '26 Bost., L. C. Page \$2

Clements, Rex

A stately southerner. 191p. il. O '26 Bost., Houghton \$4

Stories and sketches of sailing ship days by the author of "A Gipsy of the Horn."

Cole, George Douglas Howard, and Cole, Margaret [Mrs. George Douglas Howard Cole]

The Blatchington tangle. 279p. D c. N. Y., Macmillan \$2

In which a week-end guest finds himself entangled in a murder mystery.

Coleridge, Samuel Taylor

The rime of the ancient mariner; il. by Willy Pogany. no p. il. (pt. col.) O [n.d.] N. Y., Doran bds. \$2.50

Collins, Archie Frederick

A bird's eye view of inventions. 319p. il. D [c.'26] N. Y., Crowell \$2

A history of inventions from the simplest wood-working tools to the most complex modern machines.

Cook, Albert S., ed.

The art of poetry; poetical treatises of Horace, Vida and Boileau. 361p. D '26 c.'92 N. Y., G. E. Stechert \$2

A reprint of a book long out of print.

Cool, Charles Dean, and Greenleaf, Jean H.

Elementary French composition. 162p. D '26 N. Y., Macmillan \$1.40

Coombs, Whitney

The wages of unskilled labor in manufacturing industries in the United States, 1890-1924. 162p. (12p. bibl.) diags. O (Studies in hist., economics and public law, no. 283) c. N. Y., Columbia Univ. Press \$2.25

Carpenter, Sanford N., D.D.

Pageant, the banner of the cross; an interpretation of Luther's coat of arms. 24p. D [c.'26] Phil., United Lutheran Pub'n House pap. 35 c.

Chamberlain, Beulah

Treasure Island; a dramatization in five acts of Robert Louis Stevenson's novel. 36p. S (Sergel's acting drama no. 662) [c.'26] Chic., Dramatic Pub. Co. pap. 50 c.

Chassee, L. J.

A study of student loans and their relation to higher educational finance. 170p. (2p. bibl.) O (Harmon Found. monographs, no. 1) [n.d.] N. Y., Harmon Foundation, Inc., 140 Nassau St. pap. \$1

Custom House guide; 1926 ed. 1360p. il. map S c. N. Y., Custom House Guide, Custom House \$5

Cranage, Rev. David Herbert Somerset

The home of the monk; an account of English monastic life and buildings in the Middle Ages. 133p. (4p. bibl.) il. diags. D '26 [N. Y., Macmillan] \$2.40

Creel, George

The people next door. 431p. (bibl. footnotes) maps O c. N. Y., John Day \$4
An interpretive history of Mexico and the Mexicans.

Crump, Irving

The boys' book of the U. S. mails; introd. by Harry S. New. 296p. il. D c. N. Y., Dodd, Mead \$1.75
Tracing the history of mail delivery from the days of the famous Pony Express to the special air delivery of today. The book has an introduction by Postmaster-General New.

Curtis, Harry P.

The testing of yarns and fabrics. 180p. il. diags. D '26 N. Y., Pitman \$1.50

Curtiss, Harriette Augusta, and Curtiss, F. Homan, M.D.

Coming world changes. 124p. D c. Wash., D. C., Curtiss Philosophic Bk. Co., 2608 Tilden St., N. W. bds. \$1
The authors are founders of the Order of Christian Mystics. In this volume they prophesy what future generations of mankind will see.

Davis, Owen

The detour; a play. 132p. il. diags. D (French's standard lib. ed.) c. '21, '22 N. Y., S. French pap. 75 c.

De Casseres, Walter

The sublime boy [verse]. 62p. Q c. N. Y., Seven Arts Pub. Co., 160 Fifth Ave. bds. \$2.50
The work of a boy poet who committed suicide at the age of eighteen.

Deland, Mrs. Margaret Wade Campbell [Mrs. Lorin Fuller Deland]

New friends in Old Chester. 271p. front. D (Popular copyrights) [c. '20-'24] N. Y., Grosset 75 c.

Demosthenes

De corona and De falsa legatione; tr. by C. A. Vince and J. H. Vince. 478p. front. (por.) S (Loeb classical lib.) '26 N. Y., Putnam \$2.50; lea. \$3.50

Douglas, Norman

They went; [new ed.]. 295p. O '26 c. '21 N. Y., Dodd, Mead \$2.50

Douglas, O. pseud. [Anna Buchan]

The proper place. 322p. D [c. '26] N. Y., Doran \$2
A quiet English tale with a friendly heroine named Nicole; by the author of "Penny Plain."

Dunn, Joseph Allan Elphinstone

The odyssey of Boru. 206p. il. O '26 c. '15-'26 N. Y., Dodd, Mead \$2
The story of an Irish wolfhound who took as mate a great white wolf and with her ranged the hills and plains of northwestern Montana.

Eayrs, George

John Wesley; Christian philosopher and church founder. 288p. front. O '26 N. Y., Macmillan \$3

Ede, H. S.

Florentine drawings of the Quattrocento. 107p. (bibls.) il. O (Drawings of the great masters) '26 N. Y., McBride \$5
The first volume in a new series designed to bring the drawings of masters of the past before the public in a popular but scholarly way.

Elson, Henry William

History of the United States of America [rev. ed.] various p. (bibls.) maps. (pt. col.) D '26 c. '04-'26 N. Y., Macmillan \$2.80

Emhardt, William Chauncey, and Lamsa, George M.

The oldest Christian people; introd. by Bp. John Gardiner Murray. 141p. (2p. bibl.) D c. N. Y., Macmillan \$1.25
A brief account of the history and traditions of the Assyrian people and the fateful history of the Nestorian Church.

Erdman, Charles Rosenbury

The spirit of Christ. 119p. D [c. '26] N. Y., Doran \$1.50
Devotional studies by the professor of practical theology, Princeton Theological Seminary.

Fairgrieve, James, and Young, Ernest

The new world and the old. 472p. (bibl. footnotes) il., maps, diags. D (Human geography by grades: b'k 5) [c. '26] N. Y., Appleton \$1.16

Fanciulli, Giuseppe

The little blue man; tr. by May M. Sweet. 212p. il. O c. Bost., Houghton \$1.75
The tale of an Italian puppet who starts out to see the world. A story for children.

Footner, Hulbert

Madame Storey. 341p. D [c. '26] N. Y., Doran \$2
A woman detective and her exploits.

The under dogs. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Fosdick, Harry Emerson, D.D.

Adventurous religion, and other essays. 326p. D c. N. Y., Harper \$2
Modern religion and its problems discussed in a series of papers which have appeared in *Harper's*, the *Atlantic Monthly* or the *Ladies' Home Journal*.

Davidson, Jessie A., and Huff, Nettie M.

The correlated typing course. 186p. il. Q c. '26 Des Moines, Ia., Accredited Schools Supply Co. \$1

Eldred, Lemuel A.

On the whaling grounds; ed. by Elizabeth Hopkins Dunn. various p. il. O '26 Woods Hole, Mass., Book Shop apply

Estabrook, Leon Moyer

Agricultural survey of South America: Argentina and Paraguay. 91p. il. maps O (U. S. Dep't of agri. bull. no. 1409) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

Fiedler, Reginald Hobson, and Matthews, John H.

Wholesale trade in fresh and frozen fishery products and related marketing considerations in New York City. various p. il. diags. O (U. S. Bur. of fisheries doc. 996) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Fifield, Mrs. J. C.

Uncle Ben Drake; a comedy drama in two set scenes and four acts. 64p. diags. S (Sergel's acting drama no. 661) [c. '26] Chic., Dramatic Pub. Co. pap. 50 c.

Fraser, Samuel

The strawberry. 120p. il. D (Farm & garden lib.) '26 N. Y., Orange Judd Pub. Co. \$1.25

Freeman, Lewis Ransome

By waterways to Gotham. 452p. il. O '26 c. '26, '26 N. Y., Dodd, Mead \$3
The record of a trip from Milwaukee to New York in an eighteen-foot motor launch.

Freeman, Richard Austin

The mystery of Angelina Frood. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Furlong, Philip J.

Pioneers and patriots of America. 431p. il. (pt. col.) maps D [c.'26] N. Y., W. H. Sadlier \$1.25

Gaer, Yossef

The magic flight. 180p. il. (col. front.) O c. N. Y., Frank-Maurice \$2
Jewish tales and legends for children.

Gager, Charles Stuart

A laboratory guide for general botany; 3rd ed. 215p. D '26 Phil., Blakiston \$1.25

Galland, Joseph Stanislaus, and Brenes-Mesén, Roberto

Elementary Spanish reader. 236p. il. D (Century modern language ser.) [c.'26] N. Y., Century \$1.25

Gallizier, Nathan

The red confessor. 434p. il. (col. front.) D '26 Bost., L. C. Page \$2
A tale of love and adventure in Rome in the days of Benvenuto Cellini.

Garesché, Edward Francis

A vade mecum for nurses and social workers; new and rev. ed. 188p. front. S [c.'26] Milwaukee, Bruce Pub. Co. fab. \$1

Gaunt, Mary Eliza Bakewell

The forbidden town. 314p. D [c.'26] N. Y., Clode \$2
An African love story.

Ghadiali, Dinshah Cestanji Framji

Railroading a citizen; 2 v. various p. il. (pt. col.) O c.'26 Malaga, N. J., Spectro-Chrome Inst. \$5

Gibbs, George Fort

Sackcloth and scarlet. 331p. front. D (Popular copyrights) [c.'24] N. Y., Grosset 75 c.

Giblin, James Vincent, and Broun, Arthur L.

The world court myth. 457p. D '26 Bost., Wright & Potter Pr. Co., 34 Derne St. \$3

Godkin, John David

The great awakening: a business man's gospel. 195p. D [c.'26] Phil., Dorrance \$1.75

Gooden, Orville Thrasher

The Missouri and North Arkansas railroad strike. 274p. (bibl.) map O (Studies in hist.,

economics, and public law, no. 275) c. N. Y., Columbia Univ. Press \$5

Goodrich, Arthur

So this is London; a comedy in three acts. 117p. il. diagr. D (French's standard lib. ed.) c.'22, '26 N. Y., S. French pap. 75 c.

Gordon, Ernest Barron

The leaven of the Sadducees or Old and new apostasies. 263p. D [c.'26] Chic., Bible Inst. Colportage Ass'n \$1.50; pap., \$1

Green, Henry

Blindness. 292p. D [c.'26] N. Y., Dutton \$2

A "first novel" which is about a clever and unconventional English public school boy, blinded by an accident.

Greenwood, Henry

Handbook of weaving and manufacturing. 135p. il. diagrs. D '26 N. Y., Pitman \$1.50

Gruber, Max von

Hygiene of sex. 181p. D '26 Balt., Williams & Wilkins \$1.50

Guarascio, Joseph

The thought supreme on health and success. 263p. front. D [c.'26] [Bost., Christopher Pub. House] \$2

Guthrie, Kenneth Sylvan

The angelic mysteries of the nine heavens. 217p. il. D c.'26 No. Yonkers, N. Y., Platonist Press \$5

Votive garlands, hung on the world-temple walls. [verse] 460p. front. (por.) D [c.'26] No. Yonkers, N. Y., Platonist Press \$3

Haley, Rev. John Wesley

Life in Mozambique and South Africa. 174p. il. D c. Chic., Free Methodist Pub. House, 1132 Washington Blvd. \$1.25
The author is a missionary to Africa.

Hamilton, Clive

Dymer. 105p. D [c.'26] N. Y., Dutton bds. \$2

An imaginative, mystical tale in verse form of a boy who seeks love and an ideal existence.

Hamilton, Cosmo

Confession. 304p. D c. Garden City, N. Y., Doubleday \$2

The story of a marriage between a titled Englishman and a girl from Park Avenue, whose mother is a social climber; told in the letters of the girl herself.

Harbaugh, Charles Hamilton

The adjuster's manual for the settlement of accident and health claims; 3rd ed. enl. 561p. il. D. '26 N. Y., Spectator Co. fab. \$6

Getz, Arthur H.

The story ever new; a Christmas pageant, with tableaux vivants and carols. 23p. D [c.'26] Phil., United Lutheran Pub'n House pap. 25 c.

Gomborov, Israel S.

The law of attachment in Maryland. 192p. O c. Balt., Author, 218 E. Lexington St. buck. \$5

Gould, George Glen

Monograph on Chinese rugs; 2nd ed. 20p. (bibl.) il. S '26 Wash., D. C., Woodward & Lothrop apply

Hirsch, Nathaniel D. M.
A study of natio-racial mental differences. various p. (bibl. footnotes) il. diagrs. O (Genetic psych. monographs, v. 1, nos. 3 and 4.) c.'26 Worcester, Mass., Clark Univ. \$3.50; pap., \$3

Harte, Bret, and Twain, Mark

Sketches of the sixties. 250p. il. O '26 San Francisco, John Howell, 434 Post St.

\$5; lim. ed., \$12.50

Forgotten material collected now for the first time from *The Californian*, an old newspaper of 1864-1867.

Hartmann, Cyril Hughes

The vagabond duchess. 304p. (bibl. footnotes) il. O '26 N. Y., Dutton bds. \$5

The life of Hortense Mancini, niece of Cardinal Mazarin and mistress of Charles II of England.

Head, Henry, M.D.

Aphasia and kindred disorders of speech; 2 v. various p. il. O '26 N. Y., Macmillan

\$20 set

Henderson, Daniel MacIntyre

Children of the tide. 190p. il. D c. N. Y., Appleton

\$1.50

A book of beach and ocean wonders, for children.

Heyl, Mrs. Luella Mae

"I live": a message from Ella Wheeler Wilcox. 140p. front. (por.) D '26 Los Angeles, Austin Pub. Co.

\$1

High, Stanley Haflund

Pioneers of the kingdom; an elective course for young people. 127p. D (Studies in Christian living) [c.'26] N. Y., Methodist Bk.

75 c.

Short biographies of twelve people—half of them still alive—who have made their impact upon civilization.

Hildebrand, Joel H.

Principles of chemistry; rev. ed. 373p. D '26 N. Y., Macmillan

\$2.25

Hix, Melvin

Fifty English classics briefly outlined; rev. ed. 327p. D [c.'25] N. Y., Noble & Noble

\$2

Holme, Jamie Sexton

Star gatherer [verse]. 58p. O c. N. Y., H. Vinal

bds. \$1.50

Holmes, George Winslow, M.D., and Ruggles, Howard Edwin, M.D.

Roentgen interpretation; a manual for students and practitioners; 3rd ed. rev. 326p. il. diags. O '26 Phil., Lea & Febiger

\$5

Holmes, Harry N.

Laboratory manual of general chemistry; rev. ed. 151p. O '26 N. Y., Macmillan

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Horton, Robert J.

Man of the desert. various p. D (Copyright fiction) '26 N. Y., Burt

75 c.

Howard, Harvey J., M.D.

Ten weeks with the Chinese bandits. 286p. il. D c. N. Y., Dodd, Mead

\$3

Dr. Howard of the Rockefeller Hospital in Peking

tells of his capture in 1925 by the notorious Chinese bandits who terrorized the Manchurian provinces.

Howe, Edgar Watson

The story of a country town; introd. by Carl Van Doren. 413p. D (Amer. lib.) '26, c.'82-'26 N. Y., A. & C. Boni

\$1.25

Howson, Elmer T., ed.

Railway engineering and maintenance cyclopedia; 2nd ed. 1072p. il. Q [c.'26] N. Y., Simmons-Boardman

\$8; lea. \$10

First published in 1921 under the title of "Maintenance of Way Cyclopedia." Hereafter to be issued every two years.

Hughes, Hector J., and Safford, Arthur T.

A treatise on hydraulics; rev. and abridged. 372p. il O (Engineering science ser.) '26 N. Y., Macmillan

\$4

Hunt, Leigh

What is poetry? including Remarks on versification; ed. by Albert S. Cook. 104p. D '26 c.'93 N. Y., G. E. Stechert

pap. \$1

Huntington, Ellsworth

The pulse of progress; with a chapter on climatic changes by G. C. Simpson. 347p. diags. maps. O c. N. Y., Scribner

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The causes of the progression of nations, including a sketch of Jewish history.

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Metallurgy of cast iron; a complete treatise for engineers, foundry men, and students. 327p. (bibl. footnotes) il., diags. O '26 N. Y., Pitman

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Irving, Washington

The Alhambra: palace of mystery and splendor; ed. by Mabel Williams. 304p. il. (col. front.) D (Macmillan children's classics) c. N. Y., Macmillan

\$1.75

Japikse, Cornelia G. H.

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\$3

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A general history of the robberies and murders of the most notorious pirates from their first rise and settlement in the island of Providence to the present year; ed. by Arthur L. Hayward. 619p. il. O '26 N. Y., Dodd, Mead

buck. \$6

First printed in 1724, the present volume is reprinted from the 4th edition, with modernized spelling.

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Arithmetic work-book, grade 7. 79p. diags. Q (Standard mathematical service) [c.'26] Chic., Scott, Foresman.

36 c.; pap. teachers' ed., 48 c.

Koelz, Walter

Fishing industry of the Great Lakes. various p. il. O (U. S. Bur. of fisheries, doc. 1001) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

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The porch climber; sketch in one act. 14p. S (Sergel's acting drama no. 663) [c.'26] Chic., Dramatic Pub. Co.

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Ore deposits of the Jerome and Bradshaw mountains quadrangles, Arizona. 201p. (bibl. footnotes) il. maps (pt. col.) diagrs. O (Dep't of Int., U. S. Cal. Press ethnology, v. 19, no. 2) '26 Berkeley, Cal., Univ. of \$3.25

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Marius the Epicurean; ed. by Anne Kimball Tuell. 367p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.

Marra, Wyatt, ed.

An outline and notebook for the study of introductory sociology; based on Blackmar and Gillin, "Outlines of Sociology" and Case, "Outlines of Introductory Sociology." no p. Q c. Oklahoma City, Okla., Harlow Pub. Co. pap. 85 c.

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Miss Patricia; a farcical comedy in three acts. 47p. S (Sergel's acting drama no. 660) [c. '26] Chic., Dramatic Pub. Co. pap. 50 c.

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bds. \$2 bxd.

A catalog published by the Print Club of Philadelphia.

Perry, Ralph Barton

General theory of value; its meaning and basic principles construed in terms of interest. 719p. (bibl.) O c. N. Y., Longmans \$6

The author is professor of philosophy in Harvard University.

Peto, Gladys, comp.

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Ruck, Berta [Mrs. George Oliver]

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Strong, Austin

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Problems of industrial development in China; a preliminary study. 214p. (3p. bibl.) D c. Princeton, N. J., Princeton Univ. Press \$2

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Julia. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Stain removal from fabrics; home methods. 32p. O (Farmers' bull. no. 1474) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Stillwell (E. W.) & Co.

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Swan, Kenneth Dupee

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Trelease, William

Plant materials of decorative gardening; the woody plants; 3rd ed., rev. 231p. T c. Urbana, Ill., Author fab. \$1.25

Tuttle, Edward W., ed.

California municipal courts. 426p. c. San Francisco, Bancroft-Whitney buck. \$7.50

U. S. Bureau of Education

Dr. John de la Howe industrial school, Willington, S. C. 6p. O (Industrial educational circ. no. 24) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Vickrey, Charles Vernon

International Golden Rule Sunday; a handbook; introd. by Albert Shaw. 149p. il. map O n. d.] N. Y., Doran \$2

Ward, C. H.

The M. O. S. book; a text designed to "maintain the skills" of composition learned in the earlier years. 215p. O [c. '26] Chic., Scott, Foresman pap. 60 c.; teacher's manual, gratis

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Who's who in America; a biographical dictionary of notable living men and women of the United States; v. 14, 1926-1927; ed. by Albert Nelson Marquis. 2270p. O [c.'26] Chic., A. N. Marquis Co. \$8.50
In a larger format than previous volumes.

Whyte, Alexander Frederick

Asia in the twentieth century. 184p. D c.

N. Y., Scribner

\$1.75

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Wile, Frederic William

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Wiles, Charles P., D.D., and others

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Wiley, Malcolm Macdonald

The country newspaper; a study of socialization and newspaper content. 165p. (4p. bibl.) O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$1.50

William of Germany, The Ex-Crown Prince

I seek the truth; tr. by Ralph Butler. 368p. (bibl. footnotes) front. (por.) O [c.'26] N. Y., J. H. Sears \$4

Dealing with the responsibility for the World War; the ex-Crown Prince has drawn upon German state documents and the private files of the Hohenzollerns for his material.

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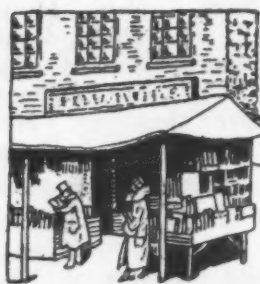
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Old and Rare Books

Edited by Frederick M. Hopkins



THEFTS of rare books have occurred at such an alarming rate in Paris that police are keeping an international eye on old bookshops and auction rooms.

THE poet Virgil's 2000th anniversary is to be celebrated next May, and already preparations are being made all over Italy for the event. Naples is especially interested, for it was there that he wrote the Georgics and the Aeneid.

THE Kilmarnock edition of Burns's "Poems," 1786, once owned by the poet's intimate friend, Lord Glencairn, and an equally rare Mainz edition of Cicero are among the items soon to be sold at Sotheby's in London. The Mainz Cicero was the first classic printed on paper and in Greek type.

THE original copy of the farewell order of Gen. Robert E. Lee to the Army of Northern Virginia, known as General Order No. 9, written by the Confederate leader after his surrender to Gen. Grant at Appomattox Court House, April 10, 1865, is to be sold at public auction in Philadelphia at an early date.

NEEDED for elevating printing to a position among the fine arts along with painting, architecture and sculpture, by emphasizing its artistic side as well as developing the application of natural science to the printing business and its allied industries, was pointed out and repeatedly endorsed by speakers at the 40th annual convention of the United Typothetae recently held at Detroit.

THE Hogarth Press of London will soon publish a limited edition of "Victorian Photographs of Famous Men and Fair Women," a gallery of portraits by Margaret Cameron, whose sitters included Tennyson, Carlyle, Darwin, Jowett, Watts, and Sir Henry Taylor. The reproductions are accompanied by a brief sketch of Mrs. Cameron's life, written by Virginia Woolf, and an introduction by Roger Fry.

THE charm and spirit of old New Orleans have been caught by Arnold Genthe in a book of photographic studies which the George H. Doran Company will publish soon with the title "Impressions of Old New Orleans." It contains hundreds of pictures of places and characters all distinctive of the old city that is rapidly vanishing before the new. The book has an introduction by Grace King.

PART 3, Volume XXIII, of "Book Auction Records," the English quarterly report of auction sales, has made its appearance. It brings the record up to June 24, 1926, which has hardly been beaten for promptness. Beside the 4,998 records of prices of books the present number contains an interesting article on "Some Strange Books and Curious Notices," by G. F. Barwick of the British Museum. The sales include the collection of incunabula of G. R. Redgrave, the valuable library of Earl Amherst and the library of Lord Burgh, sold at Sothebys, and the library of James Mansfield, sold at Hodgson's, together with many miscellaneous sales. The fourth and concluding part of this volume will be issued about the end of the year.

A COLLECTION of American wit and humor, comprising about 1,000 volumes, has been presented to Union College, Schenectady, by Frank Bailey, of the Prudence Company. In describing the gift, Wharton Miller, librarian of the college, said: "The great value of this gift to the college is, of course, not so much in its rich, entertaining features and periodic satire and humor, as that it is a fairly accurate reflection of the real life and social conditions of succeeding generations, not to be found in any other departments of literature. While this collection covers practically the whole field of American wit and humor from the Revolutionary period to the present time, Mr. Bailey does not regard it as complete and has provided for the addition of new material as opportunity offers.

IT is reported that Mrs. Arthur W. Swann, of this city, has discovered an autograph of Button Gwinnett, which will be sold at the Anderson Galleries next month. The story of its discovery is, of course, of interest. It was the publicity attending the sale of the Manning Collection, the Gwinnett signature of which brought \$22,500, that started her in her search that resulted in her find. Mrs. Swann began collecting autographs in her childhood. About the time that she added an autograph letter of Thomas Jefferson to her collection, an aunt in Cambridge, Mass., promised to give her, when she was old enough to value it properly, a collection of autographs gathered by her father. Five years ago she received the promised gift. She had ceased collecting them, and being too busy to examine the papers, she put them away in a closet. Last January, when she read the report of the Manning sale, she became curious as to the contents of her aunt's gift, and when she found the Gwinnett signature she placed her collection in the hands of Mitchell Kennerley, president of the Anderson Galleries, who confirmed its genuineness and stated that in his opinion it is the finest Gwinnett signature in existence.

T. FISHER UNWIN, LTD., is issuing a limited edition de luxe of H. G. Wells in twenty-eight volumes at

28 guineas. The edition is limited to 600 volumes, and the type of each volume is dispersed as soon as it is printed off. Mr. Wells will autograph the first volume of each set. Each volume will contain a photogravure frontispiece, a portrait of Mr. Wells, or a reproduction of a facsimile page of manuscript, or a photograph appropriate to the particular volume. The books are printed from a beautiful clear-faced type. The paper is pure rag.

THE autograph collection of Emanuel Hertz, of this city, with additions, was sold at the Anderson Galleries October 19 and 20, 574 lots bringing \$17,490.50. The highest price, \$1,100, was paid for a signature of Thomas Lynch, Jr., signer of the Declaration of Independence from South Carolina. A letter by General Washington, 2 pp. 4to, October 15, 1783, written three days before the proclamation by Congress in accordance with which he took final leave of the army, addressed to Count de Noilles, thanking France for her generous aid during the American Revolution, sold for \$700. A few important lots and the prices realized were the following: A. L. S. of Samuel Adams, 2 pp., 4to, Boston, April 18, 1783, to Samuel Holton, on the happy conclusion of the war, \$245; A. L. S. of John Adams, 3 pp. 4to, New York, July 18, 1790, to Eliphalet Fitch, \$175; L. S. of John Hancock, 1 p. folio, Philadelphia, August 22, 1777, to Richard Caswell, governor of North Carolina, in reference to the movements of the enemy fleet, \$125; A. L. S. of John Witherspoon, 2 pp., 4to, Princeton, February 23, 1787, to James Iredell, \$210; a collection of autographs of the presidents of the United States from Washington to Wilson, inclusive, each item inlaid, tipped or mounted on 4to leaves accompanied with a portrait, bound in levant, \$675; A. L. S. of Washington, 2 pp. folio, Hdqs. Middlebrook, March 4, 1779, to Don Diego Jos. Navarro, \$250; A. N. S. of Daniel Boone, 1 p. 4to, undated to Andrew Stell, order to furnish a prisoner on parole with provisions, \$110; and A. L. S. of Thomas Hardy, 3 pp. 12mo, Dorchester, July 31, 1899, to Harper & Brothers, in reference to the publication of "Life's Little Ironies," \$95.

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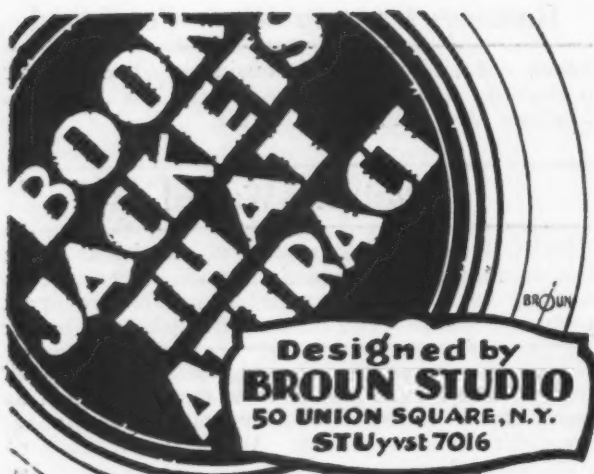
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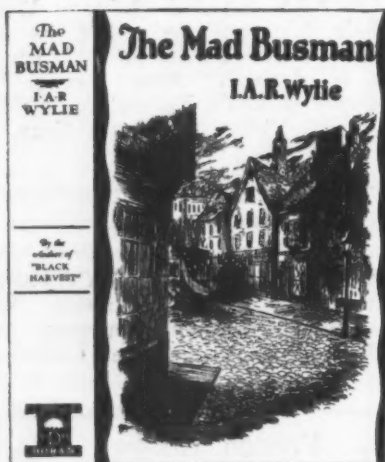
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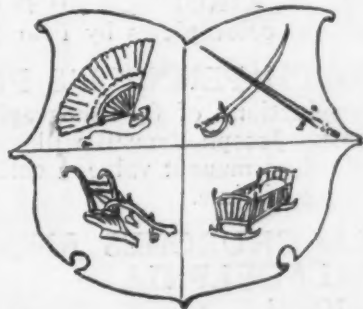
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